Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

October 31, 1960
Volume 31 • Number 44
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

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THE NATIONAL NEWSPAPER OF MARKETING

Harper Hits Ad World's Misuse of 'Creativity'

Creativity Plays 2nd Fiddle to Effectiveness, McCann Head Says

NEW YORK, Oct. 27—What was billed as a seminar on creativity in newspaper advertising today turned out to be largely a case-history session in which several speakers told their own individual success stories.

One of the few speakers to zero in on the subject of creativity, *per se*, was Marion Harper Jr., chairman of the board and president of McCann-Erickson, who lashed out at "the advertising cult of creativity."

Mr. Harper warned agency people attending the seminar not to get their semantic signals crossed.

"Creative" advertising, Mr. Harper asserted, doesn't necessarily mean "effective" advertising. "Let me say I defer to no one in admiration for a fine headline, an arresting design or an inspired illustration," he said.

▪ "But I would plead for a measure of modesty in associating creativity with more than a relatively small proportion of advertising. Anything that is involved

(Continued on Page 12)

SEC Probes Ad Data in Bishop Stock Document

WASHINGTON, Oct. 27—Advertising expenditures are among the items which the Securities & Exchange Commission intends to investigate when it holds a hearing next week on a registration statement filed by Hazel Bishop Inc.

In ordering the hearing, SEC said it has "reasonable grounds" for believing that the registration prospectus is "false and misleading." Among other things, it says the company's income statement for the fiscal year ending Oct. 31, 1959, "reflects an improper reduction of advertising charges in the amount of $900,000."

The registration statement was filed last July (AA, July 11) to clear the way for a public offering of 1,274,823 shares of stock held by 110 persons or companies which have helped finance the company's operations. In its announcement this week, SEC says it intends to determine whether an order should be issued to suspend the registration.

▪ Among those whose holdings are affected by the registration statement are Raymond Spector, director and former board chairman of Hazel Bishop Inc.; Daniel Van Dyke, president and chief executive of the company; David B. Charney, head of Allied Public Re-

(Continued on Page 12)

NUGGETS and CHIPS
Baby Ruth
Butterfinger
BITE
after
BITE
after
BITE
after
BITE
after
BITE
BETTER THAN EVER!
Special Offer
Baby Ruth
Butterfinger

BITE SIZE—*Curtiss Candy Co., Chicago, will launch new Baby Ruth Nuggets and Butterfinger Chips—in new packages—with this 1½-page L-shaped ad in the Nov. 14 issue of Life. It offers a free box with the purchase of two. Clinton E. Frank Inc., Chicago, is the agency.*

We Won't Grab Hits for Pay TV, O'Neil Tells FCC

WASHINGTON, Oct. 27—Proponents of pay tv assured the Federal Communications Commission this week that they'll never bid against advertisers or networks for "box office attractions" if the FCC approves the proposed three-year test in Hartford.

The promise came during hearings called to help the commission decide whether to allow Hartford Phonevision Co. and its station, WHCT, to conduct a three-year pay tv test run in the Hartford area. Representatives of broadcasters and movie theater groups

(Continued on Page 88)

Builders Assign $150,000 Research Effort to F&S&R

WASHINGTON, Oct. 27—The National Housing Center has announced plans to launch a three-phase motivational research and advertising program aimed at stimulating the sale of an additional 250,000 new homes a year.

Plans for the program, which were worked out at the National Assn. of Home Builders annual convention in New Orleans last week, call for a Phase 1 budget of $150,000 to evaluate consumer buying habits and attitudes. Fuller & Smith & Ross has been selected to handle the research, which will take about a year to complete.

Phase 2 of the industrywide project will be an advertising program in test markets based on analysis of buying habits and attitudes. Phase 3 will be the national advertising campaign.

▪ Manufacturers and builders have provided $75,000 each for financing of the program's first phase. Builders raised the money through NAHB; manufacturers, through the Manufacturer's Committee of the Housing Industry, provided a matching sum.

The campaign was initiated to offset a decline in housing starts and to accelerate the growth of the industry by increasing consumer demand for new homes, NAHB reported. #

Ver Standig Resigns Dart Drug Despite Franchise Relations

WASHINGTON, Oct. 25—Relationships between Dart Drug Co., Washington, and the advertising agency which has participated in its nationwide expansion program were overturned suddenly this week.

With both sides refusing detailed explanation at this time, Dart switched its advertising and public relations from M. Belmont Ver Standig Inc., Washington agency, to Larrabee Associates, Washington, effective Nov. 1. Dr. Herbert A. Haft, Dart president, and Mr. Ver Standig both indicated that there are unsettled questions with respect to a contract which gives the Ver Standig agency a long-term stake in the operation of the nationwide Dart franchising system.

Dart and Ver Standig had been allied in two capacities. In addition to serving as agency for Dart's 13 stores in the Washington area, Ver Standig has held a 30-year contract for advertising and merchandising services to Dart drug franchisees in all parts of the country.

▪ Since the franchising promotion got under way in June, stores operating under Dart franchises have opened in at least 16 markets as far west as Denver. Through

(Continued on Page 88)

Ad Investment More Valuable Than Fixed Assets, Pet's Gamble Tells GMA

Stress on Ad Problems Makes Grocery Meeting Sound Like Ad Conclave

NEW YORK, Oct. 26—The subject of advertising—what's wrong with it, how to get more sales from an ad dollar and better campaigns from an agency, how to increase creativity, and, significantly, management's responsibility to the good name of advertising—dominated the 52nd annual meeting of the Grocery Manufacturers of America.

To a degree unequaled in recent years, more than 2,000 of the nation's top food processors delved into the caverns of Madison Ave. and their stake in that street:

- A midwestern food company president, Theodore R. Gamble, of Pet Milk Co., told them that if advertising continues under constant attacks, ultimately all business, including food, will suffer the consequences.
- A West Coast supermarket executive assailed the "me tooism" of food advertisers and asked if they weren't shifting too much marketing responsibility to their agencies.
- A major advertiser warned that ads must work at least 5% harder each year to offset an anticipated 25% costs increase in the next five years, and he offered suggestions to stretch ad dollars and plug leaks.
- A broker pleaded for closer liaison between agency men and food brokers *(see story on Page 2)*.
- A top agency vp urged the food men to prod and poke and nag their agencies to better work.
- A researcher discussed the consumer's continued enchantment with convenience foods and nationally advertised brands.

▪ Problems concerning distribution, costs, food research personnel, government activities and worldwide economic conditions were also aired at the meeting. Progress made on the "Trade Practice Recommendations," formally launched one year ago, was outlined. Plans

(Continued on Page 90)

Split Runs May Cut Magazines' Prestige: Jones

MacManus Head Tells Magazine Men He Also Questions Trick Inserts

NEW YORK, Oct. 27—Ernest Jones, president of MacManus, John & Adams, today advised magazines that it might be a good idea for them to take a closer look at split-run ads and the "insert jungle."

"I'm just speculating now, but is it possible that too many split runs tend to reduce the prestige of the magazine in the eyes of the truly national advertiser?" Mr. Jones asked in a talk before the Magazine Promotion Group.

"Do they permit the regional advertiser to look as big as the national advertiser in the same book? I don't know. Maybe you should find out before you have a split run on your back."

▪ Turning to inserts, Mr. Jones said they "are fine and probably

(Continued on Page 88)

Western Pine Picks McCann to Succeed Ayer

PORTLAND, ORE., Oct. 26—Western Pine Assn., at the end of an 11-hour day that included presentations by five agencies and then nearly two hours of discussion by a 13-man committee, selected McCann-Erickson yesterday to succeed N. W. Ayer & Son (AA, Oct. 3).

McCann's presentation opened the series at 8 a.m. The agency's team consisted of T. N. Tracy, Portland manager, and Andrew Brown, who has been coordinator of advertising for the three years the agency has had the account of Georgia-Pacific Corp. Mr. Brown carried the bulk of the load in the presentation and now will direct all services on the pine account.

Other agencies making presentations were Botsford, Constantine & Gardner; Dawson & Turner; Porter; and Arthur E. Smith. The association had specified the new agency must have an office in the Portland area.

▪ Discussion with agencies has been on the basis of an account spending $300,000 on space advertising and $50,000 on publicity.

The pine association handles research and promotion for pine lum-

(Continued on Page 10)

Last Minute News Flashes

Signal Oil Names Honig-Cooper, Effective Jan. 1

LOS ANGELES, Oct. 28—Signal Oil & Gas Co. has named Honig-Cooper & Harrington its agency, effective Jan. 1, when Signal terminates its relationship with Heintz & Co., the present agency. Ted McLin, ad manager, said that as yet no budget has been set, but it will probably exceed the $300,000 spent for commissionable advertising this year. Three other agencies were in the running for the account: Barnes Chase Co.; Charles Bowes Advertising; and Fletcher Richards, Calkins & Holden.

McCann Gets Goodyear Overseas Advertising

NEW YORK, Oct. 28—Goodyear International Corp., international arm of Goodyear Tire & Rubber, has appointed McCann-Erickson to handle all its overseas advertising. One of the largest accounts in the international field (Goodyear spent $300,000 in international publications last year), the business was formerly serviced by Young & Rubicam and Kudner Agency.

Wilson Mfg. Names Kastor, Hilton

SUNBURY, PA., Oct. 28—Wilson Mfg. Co., maker of bob pins, hair curlers and other hair accessories, has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, its agency. An expanded budget is planned, with the major portion going to tv. Bermingham, Castleman & Pierce is the previous agency.

(Additional News Flashes on Page 87)

'How Many Anguished Post Mortems?' . . .

Seek Our Help, Admen Urged by Food Brokers

Better Liaison Would Cut Marketing Errors, Rogers Advises GMA

NEW YORK, Oct. 25—One of the strongest pleas ever heard for advertising agency men to communicate with food brokers and to "localize" promotions was voiced yesterday by Watson Rogers, president of the National Food Brokers Assn., at the opening session of the 52nd annual meeting of the Grocery Manufacturers of America.

Mr. Rogers released the results of a national study of food broker opinion on the effectiveness of grocery advertising and declared that, again and again, food brokers complain that agencies are not cultivating brokers.

"They are not even trying," he reported. "Agency people rarely make personal calls on brokers. If these two great marketing forces do not meet face-to-face, at least occasionally, how can there be common understanding?

"Agencies sometimes lose complete sight of the fact that brokers are working on the same marketing team. They tend to ignore the fact that brokers are specialists in their field of selling and that they are well-qualified to assist the agencies because of their thorough knowledge of buyers, media and market peculiarities."

■ Mr. Rogers hit hard at the management men in his audience, urg-

(Continued on Page 40)

Central Region NNPA . . .

Newspapers Fall Behind Other Media in Audience Research, Kent Says

Reilly Tells Promoters 'Budgetitis' Cripples Editorial Quality

CHICAGO, Oct. 25—Most newspapers have developed no fresh approaches to researching the problems of newspapers as an advertising medium in the past ten years, Leonard Kent, vp and director of research, Needham, Louis & Brorby, charged here yesterday.

In a talk before the central region meeting of the National Newspaper Promotion Assn., Mr. Kent also charged that much of the information on audience and readership provided by dailies is outdated and of little use to agency media buyers.

Rapping dailies for not researching their problems as a medium, Mr. Kent asserted that "this is in sharp contrast to the strides made in audience analysis on the part of magazines, on their own initiative, and on the part of tv through many of the commercial research houses and their own Television Bureau of Advertising."

■ "We still think of the audience for newspapers as being a mass audience characterized by great depths of local coverage, and only a few markets having any pronounced differences in profile. In the absence of concrete evidence, these types of facilitating assumptions may well do newspapers a disservice.

"Conceivably within this mass audience there are sharp and significant differences in the extent of reading as related to sex, income, age, size of family, usage of various products and brands, and even predispositions toward consumption of certain items," Mr. Kent said.

"We habitually describe the au-

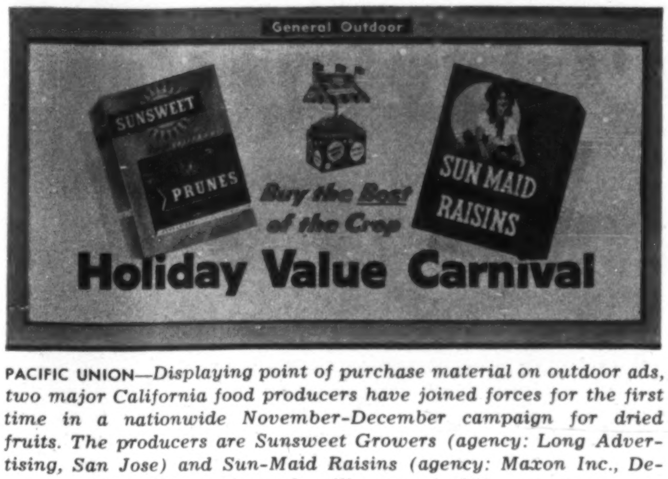
(Continued on Page 95)

Mendelsohn Adds Trimfit

Kramer Bros., New York, manufacturer of Trimfit socks, tights and Totknits, has appointed David J. Mendelsohn Advertising Agency, New York, to handle advertising. The account was formerly with Zlowe Co.

this Christmas... put a shoe in his sock!
(and make sure it's Leather)

PLAYING SANTA—*Leather Industries of America will run this color page in the December Holiday. It will be the fifth in a semi-annual series promoting men's shoes as gifts for Father's Day and Christmas. Daniel & Charles, New York, is the agency.*



PACIFIC UNION—*Displaying point of purchase material on outdoor ads, two major California food producers have joined forces for the first time in a nationwide November-December campaign for dried fruits. The producers are Sunsweet Growers (agency: Long Advertising, San Jose) and Sun-Maid Raisins (agency: Maxon Inc., Detroit). The outdoor ads will appear in 205 markets.*

Let's End Under-Pricing and Stick to Rate Cards, Sandstrom Urges NAB

Stop Selling Under Table, Radio Men Told; Whitson Boosts Space TV

DENVER, Oct. 26—Radio is underpriced. Radio tries to make up for its under-pricing by multiple spotting. Poor selling practices and over-flexible rate cards have driven national advertisers from the medium.

These are some observations of Thad M. Sandstrom, general manager of WIBW and WIBW-TV, Topeka, reviewing the future of radio in this decade for the Denver meeting of the National Assn. of Broadcasters yesterday.

Mr. Sandstrom thinks radio must serve to survive. He feels that radio stands better, beginning the '60s, than it did beginning the '50s, because at least "no one thinks we're dead."

■ On the rate and sales front, he asserted, "Radio rates are generally too low. Radio rates are too flexible, and radio basically is not understood by buyers." He expressed shame over "the shoddy rate practices most of us are guilty of" and said it's time radio started selling on "the rate card—not under the table."

He called the national spot radio situation "lousy," and traced the reasons to rate and selling practices:

"Too many stations have been guilty of selling national advertis-

(Continued on Page 93)

'L.A. Times' Offers New Discount Plan

LOS ANGELES, Oct. 28—The *Los Angeles Times* will offer national frequency and volume discounts for advertisers on a 26-week contract, beginning Jan. 1.

The plan applies to advertisers who place six or more insertions during the 26-week contract period. Discounts range from 2% for minimum use to 15% for a schedule of full pages.

Robert D. Nelson, marketing manager, described the discount plan as "one of the most flexible of all media discount structures," and said it "permits the national advertiser to vary ad size and frequency to such a degree that he can coordinate his advertising and sales efforts and provide proper media support when it is needed most." #

Highlights of This Week's Issue

Abbott Laboratories, in the wake of controversies resulting from the Senate investigations of the drug industry, pulls its ads from Life and MD .... **Page 4**

Byron J. Nichols moves up from group vp for automotive sales at Chrysler Corp. to general manager of the Dodge division .... **Part 4**

Shaving sandpaper occupies a Federal Trade Commission hearing on Palmolive Rapid Shave .... **Page 6**

P. Lorillard Co. moves its Old Gold spin filter and Spring brands from Lennen & Newell to Grey Advertising .... **Page 8**

Ford Motor Co. prepares a heavy campaign to introduce its Econoline light weight trucks .... **Page 14**

Direct mail users ran up a printing bill of $446,000,000 in 1958, the Census Bureau reports .... **Page 24**

Electric power companies are considering their next move following refusal of the Federal Power Commission to review a decision placing anti-public power ad expenses in a separate expense category .... **Page 26**

Bentley Lighter Corp., formed by Paul G. Garrity, plans to market a butane lighter of the type formerly marketed by Schick Inc., where Mr. Garrity once was sales vp .... **Page 30**

Two vitamin makers—Lanolin Plus and Approved Formulas Inc.—are cited by the Federal Trade Commission for allegedly promising health benefits their products cannot produce .... **Page 34**

The Bank of Nova Scotia, Toronto, presently at J. Walter Thompson Co., selects seven agencies to make presentations for the $650,000 account .... **Page 42**

Post Office Department wins its first court test in effort to revoke second class rights for "The World Around Us" .... **Page 48**

National Automobile Dealers Assn. asks auto manufacturers to clean up ads talking about new car guarantees .... **Page 52**

Industrial admen have inferiority complexes, says H. D. Bissell, marketing vp of Minneapolis-Honeywell Regulator Co. .... **Page 55**

General Electric describes ad campaign during strike .... **Page 62**

Federal Trade Commission rules that payments from supplier to chain store for an anniversary sale does not constitute an illegal cooperative advertising allowance .... **Page 68**

Brand X is a new cigaret put on the market by three New York admen anxious to cash in on all the free publicity the brand gets in advertising .... **Page 73**

William E. Matthews, vp and director of media relations and planning of Young & Rubicam, urges more togetherness between media buyers and magazine editors .... **Page 74**

New England Newspapers Advertising Bureau opens a drive to sell benefits of the region via a 16-page brochure on New England .... **Page 75**

Ad readership scores can be equated with attracting prospective buyers, says researcher Daniel Starch .... **Page 77**

Election coverage on ABC-TV adds two sponsors—Continental Oil Co. and Union Carbide Consumer Products Co. **Page 87**

Stephens Dietz, vp of Kenyon & Eckhardt, tells the Midwest seminar of the Sales Promotion Executives Assn. that sales promotion activities should be an important part of an agency's job **Page 87**

Bulova's initial advertising push for its Accutron electronic timepiece will be limited to magazines and newspapers .... **Page 88**

Canners ponder dilemma in correcting Sen. Kennedy's statement that labels cost more than tomatoes in the can .... **Page 91**

Canadian Royal Commission studying the effect of foreign competition on Canadian periodicals will put U. S. magazines "on trial" .... **Page 95**

International Shoe Co., out to widen its share of market among teen agers, buys spots on "American Bandstand" **Page 95**

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Seattle Dailies Give Local Rate to Auto Dealers

SEATTLE, Oct. 26—Daily newspapers here have shifted the advertising of automobile dealers selling new or used cars from the national to the substantially lower local rate.

The change, announced late last week and made effective immediately, drew the tart comment from one agency head that it looked as though newspapers were "going to join the radio industry in the rate-cutting local-national rat race."

■ Joseph Maguire, president of Botsford, Constantine & Gardner, Seattle, questioned as to the spread between national and local rates, said, "It looks as though the papers are going to join the radio industry in the rate-cutting local-national rat race. In view of your acceptance of national automotive advertising at local rates, provided only that it is run over a local signature, how do you justify the spread between local and national advertising rates?"

(Continued on Page 87)

McKeachie to Retire as President of McCann-Marschalk

NEW YORK, Oct. 26—William E. McKeachie, who joined H. K. McCann Co. in 1929, a year before it merged with Erickson Co., will retire at the end of the year as president of McCann-Marschalk Co., a division of McCann-Erickson.

Stuart D. Watson, who has been chairman and chief executive officer of the agency within an agency, will assume the title of president.

Wm. E. McKeachie

Stuart Watson

■ Marion Harper Jr., president and chairman of McCann-Erickson, said: "We are sorry to see Bill leave, but the move is part of his plans for the future."

Mr. McKeachie, a former creative director of McCann-Erickson, has spent a good part of his recent years in international work. He was sent to London in 1952 to head up McCann's British company and serve as senior vp of the agency's nine offices in Europe.

■ He was brought back to the U.S. in January, 1960, when Mr. Harper announced a sweeping reorganization of the agency, setting up McCann-Marschalk as a successor to Marschalk & Pratt. Mr. McKeachie was named president of this unit.

McCann-Marschalk also announced today the appointment of Ralph B. Koser as exec vp, creative services. Formerly senior vp of McCann-Erickson Advertising (the "big agency" wing of McCann-Erickson Inc.), he succeeds Gene Taylor, who has left to join Fuller & Smith & Ross.

In another appointment, Maj. Gen. Harlan C. Parks was named senior vp, administration, at McCann-Marschalk. He joined McCann-Erickson in July after retiring from the Air Force. #

What of Advertising's Image? British, Canadian, U.S. Admen Set Forth Different Views, Take Diverse Actions...

Ad Field's Critics 'No Worse Than Mosquitoes,' Anderson Tells CAAA

Canadian Admen Hear Reports on Long-Range Ad Education Program

MONTEBELLO, QUE., Oct. 25—Why worry about advertising's petty critics?

That's the Canadian attitude in the face of current attacks on advertising. In sharp contrast to many of their U. S. colleagues, Canadians are calm and confident.

Their composure and pride in their activity were clearly evident at the 37th annual convention of the Canadian Assn. of Advertising Agencies.

"No person in the advertising business pretends for a moment that he is perfect. We are aware of the envious 'snipers' who take pot shots at advertising people, but we are no more aware of them than we are aware of mosquitoes, black flies and other temporary irritations," T. L. Anderson, chairman of the board, Cockfield, Brown & Co., Toronto, said.

■ A professional education program for hundreds of agency employes that will cost an estimated $692,300 within the next 10 years was outlined Oct. 22 at the convention. The first of its scope in Canada, it is designed to lift Canadian advertising performance to "new levels of achievement."

CAAA will seek government recognition of the diplomas it will award to those completing the four-year, university level Saturday program. They should be deemed equivalent to diplomas received by lawyers and chartered accountants, Mr. Anderson said.

The case study method of instruction is used by the university professors and agency executives comprising the faculty. The course requires at least eight hours of study a week, ten months a year.

Seventy-five students, ranging

(Continued on Page 10)

AFA Set to Build Advertising's Image in 1961

Communications Counselors, Edelman to Handle Ad Week PR

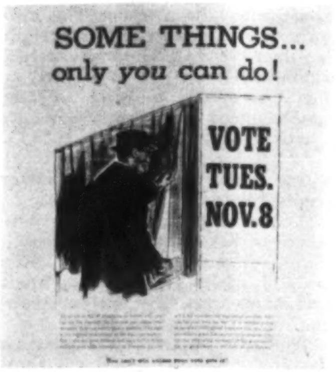
NEW YORK, Oct. 25—The Advertising Federation of America will embark next year on what it calls a "continuing, endless" campaign to advertise advertising.

The image-building campaign will get off the ground with the annual observance of Advertising Week, Feb. 5-11.

The AFA has spearheaded the Advertising Week promotion in the past but now it plans to extend the campaign through the rest of the year.

■ The task force agency for 1961 is McCann-Erickson, which is preparing ads to be used during

(Continued on Page 10)



VOTE—*Ralph H. Jones Co., Cincinnati agency, has prepared four ads urging citizens to vote and has mailed out reprints in the Cincinnati area. This is the third in the series. The fourth ad, for use on Nov. 8, will urge: "Vote today."*

Admen Are Meeting Challenge to Police Their Industry, Kintner Says

White Tells of McCann Setup to Screen Claims; Furor May Help: Bernstein

NEW YORK, Oct. 26—Earl W. Kintner, chairman of the Federal Trade Commission, said here last night that in the past 18 months advertising "has responded well to the challenge to police itself."

He told a meeting of the Assn. of Consulting Chemists & Chemical Engineers he was hopeful that advertising could largely take care of its own business and that he saw "no need for legislation" covering advertising. In the past year and one-half, he said, advertising "has come a long way in raising its legality and good faith."

Mr. Kintner was one of five speakers who addressed the association on "The Role of Science in Advertising." The others were Frank White, vice-chairman of McCann-Erickson; Kenneth B. Willson, president of the National Better Business Bureau; Cameron Day, managing editor of *Printers' Ink;* and S. R. Bernstein, editorial director of ADVERTISING AGE.

■ The FTC boss also said, "Advertising needs not to be kicked in the head by those who use a crystal ball to determine what advertising is good for the public and what is not." He added, "If advertising grows, the economy will grow with it."

Mr. White, who said clients and agencies must share responsibility for truth in advertising, indicated that McCann-Erickson has set up a review procedure "as additional insurance against unvalidated claims inadvertently slipping into our advertising."

The procedure, he said, involves having senior agency members of all review boards ask questions about any product claim. Mr. White has top management responsibility for the program.

"Technical and professional validation of product claims is primarily a responsibility of the advertiser," he said. "The agency has a collateral responsibility, however, to make certain that the validation material supplied by the advertiser properly supports the

(Continued on Page 96)

Ad Industry Tries to 'Whitewash' Image, McCabe Tells British Admen

We're Not in 'Business of Glitter,' Hobson Says; U.S. 'Loses Bounce': Bareau

TORQUAY, ENGLAND, Oct. 26—Although 3,000 miles of Atlantic Ocean separate Madison Ave. from the London agency world, the distance does not seem to alter the problems.

The Institute of Practitioners in Advertising—British equivalent of the Four A's—has just concluded its third national conference at this seaside resort, and from the content and tone of the remarks, it could have been the Greenbrier.

Meeting under the theme, "Increasing the Efficiency of Advertising," the conference ranged over such subjects as the poor image of the advertising industry, inadequate compensation bases in the agency business, inadequate media measurements, need for training programs and—the economic outlook in the U. S.

■ Brian F. McCabe, chairman and managing director of Foote, Cone & Belding Ltd., cautioned:

"I think we would be wasting

(Continued on Page 96)

Black Tie Beer Bibbing Pushed in Tie-in Campaign by Ruppert, After Six Formals

NEW YORK, Oct. 25—A tuxedo manufacturer is admitting for the first time that his product need not be hooked up solely to the snob appeal of champagne. Even beer will do.

To prove the point, After Six Formals, a designer of formal wear for men, has joined forces with Jacob Ruppert in an eastern ad campaign that takes the old Ruppert slogan one step further.

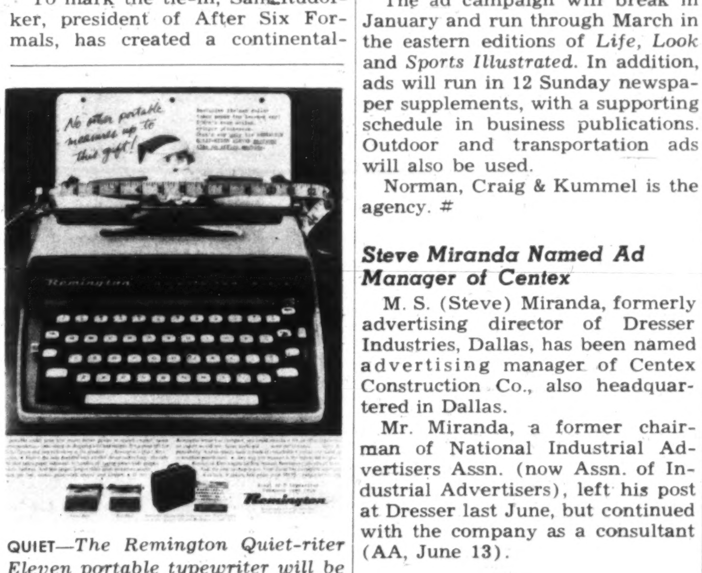
The new theme: "Ruppert people have a thirst for living After Six."

To mark the tie-in, Sam Rudofker, president of After Six Formals, has created a continental-style mohair and worsted tuxedo called Prince Ruppert. The tuxedo and the campaign got a formal kickoff at a fashion show at the Ruppert taproom, where "Formal fashions brewed for your sartorial pleasure" were previewed for the press.

■ Hearst columnist Bert Bachrach was on hand to give Dick Van Dyke, star of the Broadway hit, "Bye Bye Birdie," the After Six award for the best dressed star on Broadway in the 1960-'61 season.

The ad campaign will break in January and run through March in the eastern editions of *Life, Look* and *Sports Illustrated.* In addition, ads will run in 12 Sunday newspaper supplements, with a supporting schedule in business publications. Outdoor and transportation ads will also be used.

Norman, Craig & Kummel is the agency. #



QUIET—*The Remington Quiet-riter Eleven portable typewriter will be promoted in color pages in Life, Look and The Saturday Evening Post during November and December. Similar ads will run in newspapers in 100 markets. Compton Advertising is the agency.*

Steve Miranda Named Ad Manager of Centex

M. S. (Steve) Miranda, formerly advertising director of Dresser Industries, Dallas, has been named advertising manager of Centex Construction Co., also headquartered in Dallas.

Mr. Miranda, a former chairman of National Industrial Advertisers Assn. (now Assn. of Industrial Advertisers), left his post at Dresser last June, but continued with the company as a consultant (AA, June 13).

Banasik to Griswold

Edward S. Banasik, former Meldrum & Fewsmith account executive, has joined Griswold-Eshleman Co., Cleveland, in the same capacity.

Chicle Switches $2,500,000 Dentyne Account to Bates

NEW YORK, Oct. 25—American Chicle Co. will move its Dentyne chewing gum from Dancer-Fitzgerald-Sample to Ted Bates & Co. Dec. 31. The account bills about $2,500,000 annually.

The gum maker and D-F-S mutually agreed to part company because of "basic disagreement over marketing and advertising policies," a press release indicated. Neither company would comment further on the move. Dentyne had been in the D-F-S shop since 1953, at which time the account reportedly billed about $1,000,000 annually.

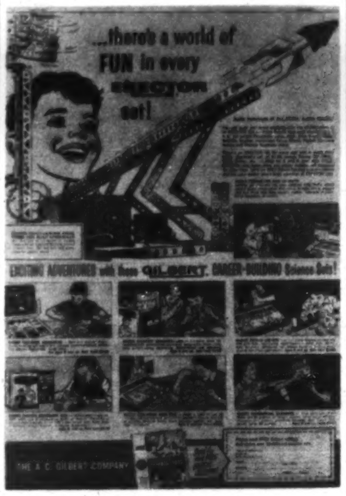
Bates already handles American Chicle's other products, including Rolaids, Clorets, Certs, Chiclets and Beeman's. #

Hamilton Unites Account at Monk

TWO RIVERS, WIS., Oct. 26—Hamilton Mfg. Co., which split its account between two agencies when it left the Brady Co. last year, has reconsolidated its advertising at Howard H. Monk & Associates, Rockford, Ill.

When Hamilton left Brady, it went for a short time to Creative Group Inc., an agency formed by ex-Brady men. Later the company named Cramer-Krasselt Co., Milwaukee, for the home appliance division, and Monk for the professional furniture advertising (AA, Dec. 28, '59).

Hamilton said it moved the home appliances advertising (automatic washers and dryers) from Cramer-Krasselt to Monk "in a move to consolidate advertising efforts between its industrial and consumer product lines." #


...there's a world of
FUN in every
set!
EXCITING ADVENTURES with these GILBERT CAREER-BUILDING Science Sets!
THE A. C. GILBERT COMPANY

YULE PUSH—*A. C. Gilbert Co., New Haven, will run this four-color ad in the Metro Sunday Comics Network Dec. 4. A two-color version is slated for magazines in December. Gilbert will also use ABC-TV. Banning Repplier Advertising is the agency.*

Forgie Joins J. G. Kelly

Norton E. Forgie, former vp in the Buffalo office of Rumrill Co., has joined the J. G. Kelly Co., Buffalo, as vp. He had been with Baldwin, Bowers & Strachan since 1935 and elected a vp in 1946. He kept this position when the agency became Rumrill's Buffalo office in 1957.

National Homes to Caldwell, Larkin

Indianapolis Agency Succeeds Tatham; It's 'Temporary' Till Jan. 1

LAFAYETTE, IND., Oct. 27—National Homes Corp. has moved its advertising account out of Tatham-Laird, and has appointed Caldwell, Larkin & Sidener-Van Riper, Indianapolis, to handle its advertising on a temporary basis, until Jan. 1.

Allen Dibble, advertising manager of the company which manufactures prefabricated homes, told ADVERTISING AGE that Tatham-Laird was dropped because of an "accumulation of things" and because his company felt an agency change was "needed immediately." National Homes billed about $600,000 over the past 12 months, he said.

Mr. Dibble said he did not plan to interview any agencies until after Jan. 1. If Caldwell, Larkin does a good job, the agency will "be given every consideration for retaining our account permanently," Mr. Dibble said. The agency has been doing some work on a new catalog for National Homes for about a month.

■ Tatham-Laird declined to comment on the account loss. The agency picked up National Homes more than two years ago, succeeding Applegate Advertising Agency, Muncie, Ind. (AA, June 23, '58).

National Homes became the second account in two weeks to leave Tatham-Laird. Last week, the $3,000,000 Parker Pen Co. account left the Chicago agency (AA, Oct. 24). #

Sweetener Turns Sour . . .

Abbott Drops 'Life,' 'MD' in Separate Feuds

'Life's' Dig on Prices, 'MD's' Connection with Welch Led to Twin Moves

For other news of Abbott Laboratories, see story on Page 27.

NORTH CHICAGO, Oct. 25—Two magazines—*Life* and *MD*—have been removed from the advertising media list by Abbott Laboratories. All Abbott advertising in both magazines has been canceled.

The action was imposed for different reasons in each case, but both actions stem from this year's Senate investigation of the ethical drug industry.

Abbott became embroiled with *Life* earlier this year as a result of a seven-page editorial feature the magazine ran on the ethical drug industry in its Feb. 15 issue.

■ The article, entitled "Big Pill Bill to Swallow," did not treat the industry gently, and Abbott took the unusual step of buying a full page in the March 21 *Life* to answer the attack. This ad refuted what Abbott called "13 misstatements of fact" which appeared in the *Life* article.

Abbott had filed a formal protest with *Life* after the article appeared, and the company apparently was under the impression that the magazine was going to retract some of the statements it had made. In its March 6 issue *Life* did admit that it had erred in reporting that a $3 bottle of Temaril, a Smith, Kline & French drug, had 10 pills; it actually has 20.

In its April 11 issue—three weeks after the Abbott ad ran—*Life* carried five letters on the controversy, four of them pro-Abbott, and then appended a long editorial statement of its position. This editor's note explained that in accepting the Abbott ad *Life* "was merely extending the right of dissent in the American tradition of free speech and a free press. But *Life* stands by its story."

■ The note went on to answer points raised by Abbott in its ad and concluded: "*Life* does not presume to say what a fair profit margin is, but we think it would be fallacious to argue that the drug companies must have special financial incentives to save lives."

This was apparently the straw that broke Abbott's back. The company issued instructions to its agency, Tatham-Laird, to remove *Life* from the Sucaryl schedule. Abbott creates and places all of its ethical drug advertising but uses Tatham-Laird for Sucaryl, a sugar substitute sold directly to consumers.

The cancelation cost *Life* $300,000 of advertising.

■ Shortly after it canceled *Life*, Abbott pulled the rug from under *MD*, a slick-paper monthly magazine published by MD Publications, New York. Launched four years ago, *MD* has been a highly successful book, consistently carrying more than 100 advertising pages per issue—some of them from Abbott.

MD Publications is also the publisher of two technical journals, *Antibiotics & Chemotherapy* and *Antibiotic Medicine & Clinical Therapy*, and Kefauver drug industry investigators revealed last May that Dr. Henry Welch, former director of the Food & Drug Administration's antibiotics division, had collected $287,142 from these two journals for editorial services. Dr. Welch earned this sum over a seven-year period by getting 7½% of advertising revenues, 50% of net income from reprint sales and 25% of net income from sales of extra pages.

The FDA promptly fired Dr. Welch for having "deliberately misled his superiors," and Abbott promptly dropped *MD* from its schedule. #

Trans-Canada Keeps Cockfield

Trans-Canada Air Lines will continue Cockfield, Brown & Co. for its domestic advertising account, estimated to involve upwards of $1,500,000 in billings, ADVERTISING AGE has learned. TCA had spent the past year interviewing other Canadian agencies. Apparently it could not find one that matched the service offered by Cockfield, Brown.

Cavanaugh Adds Howard

Joseph F. Cavanaugh Ltd., Milwaukee, has been named advertising and pr counsel of Howard Rotavator Co., Harvard, Ill.

Nichols Named General Manager of Dodge Division

DETROIT, Oct. 25—Byron J. Nichols, who has been group vice-president in charge of automotive sales and a key advertising figure for Chrysler Corp. for many years, today was named to succeed M. C. Patterson as general manager of the Dodge division of Chrysler. Mr. Patterson, also a vp of Chrysler, is retiring after 40 years of service with Dodge.

Byron J. Nichols

Mr. Nichols began his automobile career in 1933 when he was 20 years old. After serving on various parts, service and field assignments for other companies, Mr. Nichols joined the DeSoto division of Chrysler in 1940 as regional manager in Kansas City.

He was in service in World War II for four years, and then rejoined DeSoto, where he had a variety of advertising and sales field assignments. In 1955 he joined the Dodge division as vp in charge of sales. The following year he was made general manager of Chrysler's automotive marketing organization. In April of 1958 he was named vp of automotive sales.

Mr. Nichols' former post in marketing has been transferred and consolidated under E. C. Quinn, vp of the sales division, who becomes top corporate sales executive. #

easy as pumpkin pie!

It's really that easy to reach more than 85% of Baltimore families (1.5 million people) because they live within a 15-mile radius from the heart of downtown, roughly the ABC city zone.

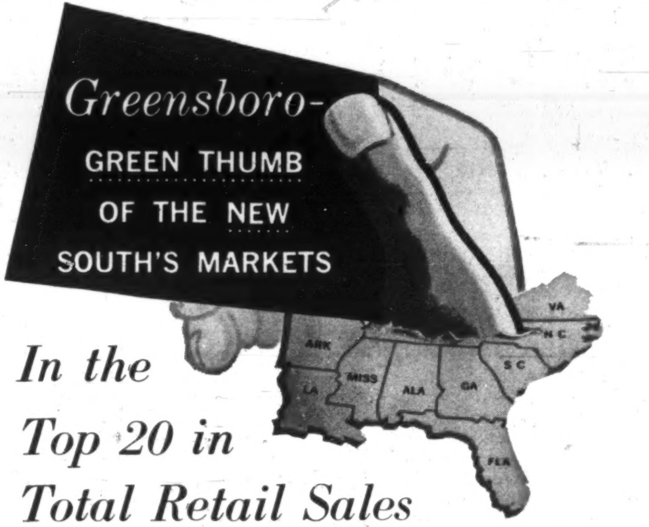
Furthermore, an estimated 92% of the Baltimore market total retail sales are transacted in this same compact area, making it America's 13th largest market.

You reach this unusually compact market best with the Sunpapers. More than 88% of our daily circulation (77% of it home delivered) and more than 82% of our Sunday circulation (80% of it home delivered) is in Baltimore's concentrated, highly productive city zone.

The Baltimore Sunpapers

ABC 3/31/60: Combined Morning and Evening 415,095—Sunday 320,877

National Representatives: Cresmer & Woodward, Inc.—New York, San Francisco, Los Angeles
Scolaro, Meeker & Scott—Chicago, Detroit



In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household and Radio Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells a lot of furniture, household goods and radios—trails just behind such primary markets as Knoxville and Little Rock. 22% gain 1959 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for *"1960 Major U. S. Markets Analysis"* Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN
13,000,000

Bates' Bryan Gives FTC Lesson in Art of Shaving Sandpaper—Without Soaking, Yet

New York, Oct. 25—Was Kyle Rote's beard really as tough as sandpaper when he shaved it for the edification of the nation's tv viewers?

- Is it easier to shave fine or coarse sandpaper?
- What is the proper way to lather sandpaper before shaving it?

▪ These were some of the momentous legal questions argued before a Federal Trade Commission hearing examiner today, as the FTC presented its case against Palmolive Rapid Shave and its agency, Ted Bates & Co., over alleged "deceptive and misleading" advertising.

After a day-long session, Hearing Examiner William L. Pack gave the defendants 30 days in which to file a motion for dismissal or present witnesses of their own.

Most of today's session, conducted in the U.S. courthouse here, centered on whether it is possible to shave sandpaper.

The FTC, armed with a can of Palmolive Rapid Shave (regular), a sheaf of sandpaper (ranging from fine to extra coarse), and an assortment of razors and blades (Gillette and Schick Injector) attempted to prove that it couldn't be done.

In his opening statement, the FTC's Edward H. Dowd placed in evidence three filmed commercials and shooting scripts which he charged represented a "spurious demonstration to mislead the public."

He further charged that "sandpaper on Plexiglas does not properly represent a man's face" and that he would show that sandpaper could not be shaved in the manner shown in the Rapid Shave commercials.

Matthias Correa, attorney for Colgate-Palmolive, objected to the FTC's line of attack and questioned the charge that the commercials claimed that sandpaper could be shaved "forthwith" upon application of Rapid Shave. One first has to "soak" the surface to be shaved, he said.

Mr. Correa thought it "inconceivable that we must sit and pontificate over such a silly question."

▪ The FTC led off the afternoon session—over objections by Mr. Correa and the Bates attorney, Joseph A. McManus—with a showing of the allegedly questionable commercials. In objecting to the screening, Mr. McManus said the FTC complaint alleged that the commercial had "an effect on the home viewing audience." A courtroom screening, he said, was irrelevant.

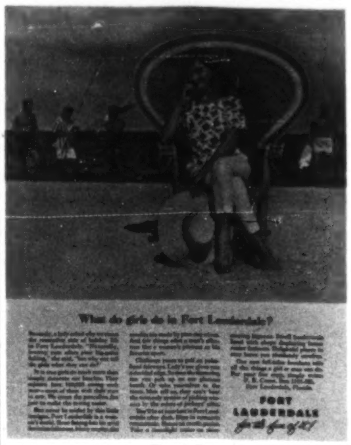
The first witness for the FTC was Joseph O'Neil, manager of research and development of Carborundum Co., who appeared as a sandpaper expert.

▪ Mr. O'Neil said there are 37,000 types of sandpaper. He also testified that he had tried—not very successfully—to shave sandpaper with Rapid Shave. He said he tried the experiment on several types of coarser-grade paper and had used Rapid Shave each time.

When Mr. O'Neil was asked to demonstrate his sandpaper shaving techniques, the Palmolive and Bates attorneys objected on the ground that it was "completely irrelevant what Mr. O'Neil does here." Mr. McManus added, "We are concerned with what was done in the films."

"With 37,000 different types of sandpaper to complicate the proceedings," said Mr. Correa, "all this proof establishes is that there are some grades of sandpaper that can't be shaved."

▪ Next on the stand was Kyle Rote, an end for the New York Giants and the "man behind the sandpaper mask" in the Rapid Shave commercials.


What do girls do in Fort Lauderdale?
FORT LAUDERDALE

ON THE BEACH—*Fort Lauderdale will use this ad in November in Holiday and The New Yorker and in newspapers. George Evans Co. is the agency.*

Mr. Rote said he was not present at the sandpaper-shaving sessions, and all he did was shave his own face for the tv cameras.

"And what was the status of your beard at the time?" Mr. Dowd asked. The hearing never got a chance to learn the answer to that question. The Bates attorney objected. "The question of Mr. Rote's beard is not involved here," said Mr. McManus. "The question is whether the sandpaper commercial is false and misleading."

The football player wound up his appearance by trying his hand at sandpaper shaving. He had little luck.

▪ By this time, the FTC's can of Rapid Shave was about empty, and five o'clock shadows were everywhere. But Mr. Dowd, determined to prove that sandpaper can't be shaved, called still another witness—Brantz Bryan Jr., Ted Bates account exec on Rapid Shave.

Mr. Bryan said he could shave all kinds of sandpaper, "even Carborundum's."

"All I need is adequate soaking time," said Mr. Bryan. "The heavier the grade of sandpaper, the longer soaking time required. Longer soaking for heavier stuff, less for finer grade."

To prove his point, Mr. Bryan borrowed Mr. Dowd's nearly depleted can of Rapid Shave, a razor and a fresh sheet of sandpaper. Then he proceeded, *sans* soaking, to shave the sandpaper clean.

Everybody seemed impressed.

The hearing was adjourned. #

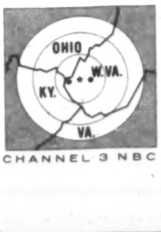
Elliot, Unger Sells Tape Equipment to Giantview

Elliot, Unger & Elliot, New York, film production company, which in May decided to suspend tape operations to concentrate on film, has sold its tape equipment to Giantview General Television Network. Included were cameras, film chains, special effects amplifiers, switching equipment and two tape machines. Besides Detroit and New York setups, Giantview operates tape mobile units throughout the U. S. Its expanded New York offices and studios are now located at 1280 Fifth Ave.

Giantview's staff has been augmented by the addition of Nat Eisenberg, Victor Kemper and Joan McCormick, all formerly with Elliot, Unger & Elliot.

Dairy Dan Names Phillips

Dairy Dan Inc., Wilkes-Barre, Pa., a large company in the mobile ice cream field, has appointed Phillips & Cherbo, Chicago, as its agency. The new agency will develop a national consumer campaign, as well as handling the advertising for franchise sales. Dairy Dan, which has been billing about $125,000, formerly was handled by Spitz Advertising, Syracuse.



"Made it after all! Didn't take us any time to agree on Huntington-Charleston and WSAZ-TV!"

HUNTINGTON-CHARLESTON, is a 68-county Dynamic Circle that cuts across 4 states. 2,177,000 people here share a $4 billion payroll from America's bluest-chip companies who have been drawn to this vital Ohio Valley area by its concentration of natural resources, low-cost transportation, central location, and fine industrial climate. It's an area of 440,000 (repeat 440,000) TV homes. WSAZ-TV reaches more of them regularly than the other *two* TV stations combined. It attracts the largest share of audience of *any* NBC station *in the U.S.A.* in a 3-station market. More facts are as near as your KATZ Agency man.

WSAZ-TV
HUNTINGTON • CHARLESTON — CHANNEL 3 NBC

BASIC:

to
sell the **appliance**
and fabricated metal
products segment of
the metalworking
industry -- *without waste circulation!*

Advertise in **M**etal
Products
Manufacturing

DANA CHASE PUBLICATIONS, INC.

ELMHURST, ILL: Ronald F. Kendig, York St. at Park Ave., TErrace 4-5280
NEW YORK 17: William S. Hayes, 17 E. 48th St., PLaza 2-3764
CLEVELAND 15: Russell W. Maddox, 255 Hippodrome Bldg., SUperior 1-2062
LOS ANGELES 24: Karl J. Shull, 608 Midvale, GRanite 7-8824
WEbster 1-3030

BPA NBP

This is your MPM market
—all plants which make . . .

Appliances

- Air Conditioners
- Air Coolers, Evaporators
- Air Heaters
- Barbecuers
- Blenders
- Broilers
- Burners, Gas Conversion
- Burners, Oil
- Clocks
- Clothes Dryers
- Coffee Makers
- Coolers
- Dehumidifiers
- Dishwashers
- Fans
- Floor Polishers
- Food Waste Disposers
- Freezers
- Fryers, Deep Fat
- Frypans
- Grills & Waffle Irons
- Heaters, Electric
- Hot Plates
- Incinerators
- Ironing Machines
- Irons
- Mixers
- Pressure Cookers
- Radios
- Ranges, All Types
- Range Boilers
- Refrigerators
- Roasters
- Sewing Machines
- Space Heaters, All Types
- Storage Water Heaters, Electric
- Storage Tanks, Non-Electric
- Television
- Toasters
- Vacuum Cleaners
- Water Coolers
- Washing Machines
- Water Heaters
- Water Softeners
- Other Small Appliances & Electric Housewares

Other Fabricated Metal Products

- Business Machines
- Commercial Display Cases
- Commercial Freezers
- Furniture, Metal
- Holloware, Cooking
- Hospital Ware
- Lawn Mowers
- Lighting Fixtures
- Movable Steel Interiors
- Outboard Motors
- Plumbing Ware
- Refrigerators, Commercial
- Shower Stalls
- Signs, Metal
- Soda Fountains
- Steel Containers
- Steel Kitchen Cabinets
- Storage Tanks
- Vending Machines

OVER 233,000,000 UNITS IN 1959!

Grey Gets Spring, Old Gold Spin Filter from L&N

$2,000,000 Move Reflects Reversal of Lorillard Views on Agency Setup

NEW YORK, Oct. 26—P. Lorillard Co. today gave two of its second-string cigarets to Grey Advertising, switching its Old Gold spin filter and Spring brands from Lennen & Newell.

Depositing the plus-or-minus $2,000,000 business with Grey did not affect Lennen & Newell's current $26,000,000 share of Lorillard advertising. L&N will keep Kent, Newport and Old Gold straights.

The unheralded decision by Lorillard Chairman Lewis Gruber reversed a previous move three years ago, when he took Kent and Newport from Young & Rubicam to consolidate the company's advertising with one agency. Lennen & Newell, which got the brands—billing about $7,500,000 at the time—had been handling Old Gold on and off for 30 years.

■ It was generally understood at the time (AA, Aug. 26, '57) that Mr. Gruber thought too much was made of the advantages of competing agencies. But today's move appeared to indicate that both the agency and the company believed a couple of eggs should be taken out of the L&N basket.

Admitting the changed viewpoint, Mr. Gruber said Lorillard now felt its competing brands "would best be served by competing agencies." He added: "Accordingly, we invited four of the top agencies to make presentations for the Old Gold spin filter and Spring business."

It is understood that Young & Rubicam was not invited to make a presentation.

Mr. Gruber indicated that the switching of the two brands did not imply a loss of confidence in L&N, which has proved eminently satisfactory, he said.

But all the indications were that Lorillard hoped to make more of Spring and Old Gold spin filters. Spring, for example, is the twin of the menthol filter cigaret, Newport, a 4.8 billion cigaret seller in 1959. That sales volume was double the figure for the previous year, and Newport currently is selling perhaps better even than the Old Gold filters. Last year, Old Gold spin filters sold about 5.6 billion cigarets.

■ Spring has had a tough time in a tough market. Introduced only last year, it had estimated sales for the year of 1 billion, but estimated sales figures for the first six months of this year indicated that the 1960 figure may not equal the first year's.

As cigarets go, Spring got a "modest" kick-off last year, getting a sizable ad investment in newspapers. Advertised as the "air conditioned cigaret," Spring budgeted $1,850,000 in newspapers. Little or no advertising was done in other media. So far this year little advertising, beyond the use of Sunday supplements, has been done for the brand. Billings probably are under $1,000,000.

■ Old Gold spin filters are also in a tough competitive position. A high filtration cigaret, it trails in a field led by R. J. Reynolds' Winston (a 43 billion seller in 1959, according to *Business Week*). Lorillard's own high-filtration Kent is second to Winston in this market, with an estimated 37 billion volume last year, making it the fifth largest seller in the over-all U.S. cigaret market.

Two years ago, Kent was understood to account for two-thirds of Lorillard volume, with 90% of the remainder credited to the Old Gold line. The Old Gold line (regular and filter) totaled about 11.2 billion last year, a 15.8% drop from the previous year's 13.3 billion.

■ Old Gold is a traditional Lorillard brand, starting out as a regular non-filter in 1926. It ranked as one of the top four in the U.S., along with brands like Lucky Strike and Chesterfield.

When the filter revolution hit the industry in the '50s, Lorillard introduced Old Gold in filter and king size. The company boasts that Old Gold was the first brand to come in a "family of three."

The traditional Old Gold regular was practically done away with in 1957 when Lorillard introduced Old Gold straights, with a new package and virtually a new blend. The next year the filters were changed to spin filters.

Over-all Old Gold sales have dropped fairly steadily from the 1953 high of 23.9 billion to 15.6 billion in 1957. Currently, the spin filter brand going to Grey probably bills a little over $1,000,000. #

Does she...or doesn't she?
hair color so natural
only her hairdresser knows for sure!
MISS CLAIROL

DEBUT—*Miss Clairol will make her debut in outdoor with eight different painted bulletins in the Los Angeles area. This is believed to be the first use of the outdoor medium to promote a hair coloring product. Foote, Cone & Belding is the agency.*

GB&B Names Woodbury to Head Seattle Office

As a result of "expanded activities" in the Pacific Northwest, Angus B. Woodbury has been named manager of the Seattle office of Guild, Bascom & Bonfigli. Mr. Woodbury also is account executive on GB&B's newly acquired Pacific Telephone/Northwest account. The Seattle office also handles the Carling-Heidelberg beer account.

Main creative functions will continue to be provided from the agency's San Francisco headquarters. Mr. Woodbury was with the San Francisco office of Batten, Barton, Durstine & Osborn before he joined GB&B early in October.

Mitchell, Murray & Horn Adds Cromwell Oil Division

Mitchell, Murray & Horn, San Francisco, has been named the new agency for the northern division of Cromwell Oil Co. Account executive is Larry A. Russell, who served in the same capacity when the account was at Cappel, Pera & Reid.

Sussman to Adler Electronics

Gilbert Sussman, who formerly handled pr for the Bellevue medical center of New York University, has been appointed advertising administrator by Adler Electronics, New Rochelle, N. Y.

World-Tele
BANKERS TRUST
Checking Accounts

Why **bank** advertisers put us **first** among all New York evening newspapers

Bank advertisers know that the World-Telegram is New York's leading evening financial newspaper. Like most of New York's important business executives—and their better-income families—they turn to the World-Telegram for its accurate, up-to-the-minute coverage of all phases of business and finance. Many of these *business-minded* readers are management men who make decisions on the selection of banking services for their firms as well as for their families. That's why, during the first nine months of 1960, more bank advertising was placed in the World-Telegram than in any other New York evening newspaper.

Among New York's evening newspapers, the World-Telegram is:

- **First** in **Retail** Advertising
- **First** in **Financial** Advertising
- **First** in **General** Advertising
- **First** in **Automotive** Advertising
- **First** in **Total Display** Advertising
- **First** in **Total** Advertising

Source: Media Records

New York's *quality* evening newspaper

New York World-Telegram
and
The Sun
A SCRIPPS-HOWARD NEWSPAPER

125 Barclay Street, New York 15, N. Y. • BArclay 7-3211
Or Scripps-Howard General Advertising Offices:
230 Park Avenue, N. Y. C. • Chicago • San Francisco
Los Angeles • Detroit • Cincinnati • Philadelphia • Dallas

Westerners who sell with Sunset

Olympic Hotel balcony overlooks downtown Seattle.

MR. THURSTON KNOWS WHAT APPEALS TO WESTERN TRAVELERS

(That's why he uses **Sunset**)

For a man who started as a bell-boy, Severt W. Thurston has come a long way in the hotel business. He is Chairman of the Board of Western Hotels, Inc., whose 33 hotels in the West, Hawaii, Guatemala and Japan make it the largest hotel operator of the region. Its 34th hotel will open soon in Mexico City.

It's quite a task to keep 33 large hotels well-filled. Mr. Thurston and his associates know that two things are required: convenient, attractive facilities – and effective advertising. The latter helps to explain why Western Hotels is a steady advertiser in Sunset, whose editorial climate works so effectively for those who cater to Western travelers.

Frankly, Western Hotels couldn't find a better prospect list than Sunset's readership. The heads of Sunset families are the business leaders of the West. Travel for business is part of their way of life; and when they travel, they naturally want fine accommodations – the kind that Western Hotels provide. They read of them in Sunset.

Sunset families are the West's best pleasure travelers, too. Their median income is 17% higher than the Western average, 45% higher than the U. S. average. They travel more by car, rail, ship and air than any comparable group in the region. 42% of them take two or more vacation trips a year.

These travel-minded readers (2,000,000 of them in the West and Hawaii) respond to Sunset because of Sunset's specialized, localized Western travel coverage. Sunset is their guide-book. That's why it's such a good place to advertise hotels – or anything else of interest to the traveler: cars, clothes, cameras, luggage, or transportation.

Travel is but one of Sunset's four exclusively Western editorial features. The others: Western cooking, gardening, home design. And Sunset goes right to the heart of *local* interests, with three separate zone editions *within* the Western region. If you market in these zones, to the traveler, gardener or home-owner, your advertising belongs in Sunset. It belongs there every month!

Mr. Thurston reviews advertisements for Sunset with agency executive, Lee Jacobi, of Cole & Weber, and Western Hotels Vice-President in charge of advertising, Gordon Bass.

THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Ad Field's Critics 'No Worse Than Mosquitoes,' Anderson Tells CAAA

(Continued from Page 3)

in age from 19 to 48 years and including account executives as well as juniors, are now enrolled in two sections of the new course at Toronto. The students and the agencies enrolling them will share the cost—$200 per person—about equally.

■ The enrollment is expected to swell to a peak of more than 500 in the 1962-'63 course year, as more and more employes of CAAA's 45 member agencies take advantage of the program. Thereafter, the enrollment is expected to drop to about 310 in 1966-'67 and rise gradually to 380 in 1969-'70, paralleling the anticipated rate of growth of Canadian agency employment.

Only 55% of the students are expected to complete the four-year term. The first year of the course covers general business practices; second year, marketing; third year, advertising; and fourth year, agency management. This year's "freshman" class consists of 43 agency employes with an average age of 25. It includes two women.

Thirty-two students, mostly senior agency personnel who have already received basic business administration and marketing training, are enrolled in a special "cram" course that telescopes the first three years of the program into one year.

The educational program, which was developed by some 40 top executives of CAAA agencies working together during the past two years, will improve the internal and external pr of advertising and agencies, the delegates were told.

■ Warren Reynolds, president of Ronalds-Reynolds & Co., was elected president of CAAA. He succeeds Palmer Hayhurst, president of F. H. Hayhurst, who remains a director.

Other officers elected: D. R. McRobie, president, Cockfield, Brown & Co., 1st vp; J. E. McConnell, president, McConnell, Eastman & Co., 2nd vp; R. C. Baker, vp, Baker Advertising Agency, secretary-treasurer.

Directors: K. G. Anderson, Walsh Advertising; W. B. Dennis, Vickers & Benson; W. H. Erskine, J. Walter Thompson; Harry E. Foster, Foster Advertising; Trevor G. Goodman, Young & Rubicam; W. Palmer Hayhurst; D. E. Longmore, McKim Advertising; James E. H. Lovick, James Lovick & Co.; J. D. McNie, Russell T. Kelley Co.; E. V. Rechnitzer, MacLaren Advertising Co.; W. H. Reid, Spitzer, Mills & Bates; and Harold F. Stanfield, Stanfield, Johnson & Hill. #

AFA Set to Build Advertising's Image in 1961

(Continued from Page 3)

the year. These ads will try to demonstrate to the public that advertising is bound up with the economics of daily life in the U.S.

■ McCann is contributing its services, and the space and time used to spread the word about advertising will be donated by the media.

In addition, the services of two public relations organizations will be available free of charge to AFA. Communications Counselors, pr wing of McCann, will work closely with the 136 local Advertising Week chairmen, providing them with a complete kit of news releases, speeches, suggested editorials and filler material for newspapers and radio and television stations.

On the national level, the New York office of Daniel J. Edelman & Associates will provide pr services, working primarily to gain acceptance for the campaign in the ranks of the media.

With Hill & Knowlton now retained by the American Assn. of Advertising Agencies (AA, Oct. 24), 1961 is looming as the year for advertising to take its case to the public. #

Warwick & Legler Regains Ruppert Brewery Account

NEW YORK, Oct. 25—The Jacob Ruppert Brewery, confirming a report last week in ADVERTISING AGE, will shift its account from Norman, Craig & Kummel to Warwick & Legler on Jan. 1.

The move represents the third change in agencies by the Eastern regional marketer in as many years. Warwick & Legler first handled Ruppert in 1956 but lost it to Compton Advertising the following year. Norman, Craig took over last Jan. 1.

Maurice Atkinson, Ruppert's ad manager, said the $3,000,000 account returned to W&L because future plans call for a "heavier concentration of our effort in New England states and we felt Warwick & Legler was strong in handling Knickerbocker in this area." #

Meldrum Agency Resigns White Sewing Machine

CLEVELAND, Oct. 26—Meldrum & Fewsmith this week resigned the White Sewing Machine Corp. account, effective Dec. 1, because "their current marketing methods do not require the services of an organization such as ours."

N. P. Peters, advertising and sales promotion manager of White, said that the company's home equipment division completed a switch in selling methods this spring, and is currently doing very little advertising. He said the company is now a wholesaler exclusively, with independent retailers now operating former White outlets.

Mr. Peters said that future ad plans are indefinite, and that what advertising the division does will be handled through Dix & Eaton, which handles public relations for the company and advertising for its industrial divisions.

■ Meldrum & Fewsmith got the account in January, 1959, after Fuller & Smith & Ross resigned it (AA, Jan. 5, '59). F&S&R said at that time it was resigning because billings were too low to make it profitable. The company at that time reportedly spent about $50,000 in national advertising and $500,000 for cooperative advertising with dealers.

The company has no co-op ad program with dealers now, Mr. Peters said, although it does supply them with mats and other material. #

I'd rather walk on my Loomweve carpet!"

NEW PRODUCT—*Loomweve Rugs & Carpets, a new division of Congoleum-Nairn, will introduce its tufted carpet with this ad in the November issues of homemaker magazines. Alfred Auerbach Associates, New York, is the agency.*

Western Pine Picks McCann to Succeed Ayer

(Continued from Page 1)

ber mills from South Dakota to the Pacific. In announcing selection of McCann, Leo W. Beckstrom, promotion manager for the association, spoke of "a strong agency with demonstrated ability and offices right here in the same city as our association offices."

Greater emphasis, Beckstrom said, will be placed on new product development, new applications for products of the pine area and more aggressive promotion.

Officially the change of agencies will take place Jan. 1, but present advertising has been placed only as far ahead as January publications, and McCann is expected to start work at once to maintain continuity of schedules in February and later issues.

■ P. T. Lustig has been transferred from McCann's San Francisco office to Portland as account service executive on Georgia-Pacific. Beginning January 1 all work on the G-P account will be done in Portland; previously a substantial part of it has been done in San Francisco. McCann will also be adding to its creative staff in Portland, Mr. Tracy told AA. #

KPIX Sets $100,000 Fall Push Sparked by 'Popeye'

KPIX, San Francisco, is investing $100,000 in advertising and promotion of its fall CBS-TV and local programs. The big push will include newspaper and magazine ads, outdoor, spots on KCBS and KABL, on-the-air promotions over KPIX's own facilities, and car cards. Heart of the tv station's effort is the promotion of its new "Popeye" cartoons, shown daily at 6:45 p.m., PST, as a lead-in to network programming at 7 p.m. "Start with Popeye—stay with 5 all evening" is the ad slogan used by the station.

Included in the advertising for "Popeye" are ads in *TV Guide*, 100 outdoor signs, and movie trailers. The "Popeye" promotion also will feature 4,000 *TV Guide* rack cards distributed throughout the area; 67,000 milk bottle collars, captioned "Brand new Popeye"; the same caption on 325,000 bread labels weekly, and 15,000 book covers distributed to school children, with "Popeye" on one side and Dick Stewart, host of "Dance Party," KPIX's teen-age show, on the other.

He Who Pays for Pilot Calls Tune, BBDO Tells Clients

NEW YORK, Oct. 27—At a time when the network tv tendency is toward buying by mass circulation numbers with relatively little program association, Batten, Barton, Durstine & Osborn is trying to start a program control countertrend among its clients.

Pilot financing is the technique which the agency is recommending to advertisers to give them an edge in the tv buying competition and an assist in bargaining with the networks.

George Polk, vp in charge of programming for BBDO, this week announced the second such arrangement for one of the agency's clients. General Mills, he said, would provide the financial backing necessary for the creation—including a pilot film—of a tv series based on "Father of the Bride," the novel and movie. The pilot will be made by MGM at a cost that could range from $50,000 to $70,000. The series is being readied for a fall, 1961, kickoff.

■ Another BBDO client, Rexall Drug Co., financed the pilot for "National Velvet," which the drug chain co-sponsors on NBC with General Mills. When an advertiser gives a show a financial assist in its formative stages, he frequently emerges as part owner—say 15% to 25%—of the program.

Rexall is part owner of the "National Velvet" tv package and General Mills is expected to have an equity in the "Father of the Bride" telecast.

Mr. Polk told ADVERTISING AGE that he is working on the final stages of pilot financial arrangements for two other sponsors, but he would not elaborate. He said similar plans are in the works for other clients.

BBDO has put together a 13-page presentation setting forth the agency's philosophy relative to client involvement in the early stages of tv program production.

■ Among the major advantages of financing a pilot:

• A top property can be preempted from the market before the rush of the pilot season starts.

• There will be better rapport with the packager and all the others involved in the show, with ample time for putting the program together.

• "By financing the show the advertiser has the opportunity to exert considerable program control. This is particularly important for an advertiser where good taste is essential. The type of stories we would not want could be initially eliminated and a direction taken to the agreement of all parties concerned."

• Advance timing would make possible a better selection of co-sponsor and a choice time period. Obviously if the show is a very strong one, it gives the would-be client a bargaining lever to use with the networks.

• Pilot research. If there is time and the advertiser wishes, the pilot can be pre-tested before an audience.

• Favorable financial arrangement. Early negotiations may result in a more favorable price for the series. #

Hart Named WILX-TV Head

William J. Hart has been appointed general manager of WILX-TV, Lansing, Battle Creek and Jackson, Mich. Mr. Hart formerly was general manager of WPON, Pontiac, Mich., radio station. Both stations are owned by Television Corp. of Michigan.

F&S&R Sets Affiliate Agencies in 58 Countries

NEW YORK, Oct. 28—Fuller & Smith & Ross is the latest agency to take an international stance. Robert E. Allen, president, will announce next week the establishment of F&S&R International, effective Jan. 1.

The new division will provide overseas advertising services through correspondent arrangements with 71 agencies in 58 countries.

■ This formalizes activity F&S&R has carried on for several years. The network of affiliated agencies overseas has been built up during this time.

Among the overseas agencies to be used by F&S&R are the following (with estimated billing in parentheses):

Service Advertising, London ($10,000,000); Falcon Advertising Agency, Tokyo ($1,000,000); Bomas, Bombay, ($2,000,000); Saab Advertising Service, Beirut ($1,000,000); AB Svenska Telegrambyran, Stockholm ($10,000,000); Elvinger, Paris ($8,000,000); Carl Gabler, Munich ($9,500,000); Hoydahl Ohme, Oslo ($2,000,000); HVR, The Hague ($2,000,000); J. Wild Advertising, Zurich ($2,000,000); ARS Publicidad, Caracas ($7,000,000); and Standard Propaganda, Rio de Janeiro ($3,500,000).

■ F&S&R said the following clients will be serviced by the new division:

Alcoa, American Brake Shoe, American Optical, Borden Chemical, Commercial Solvents, Diamond Alkali, Grumman, Hercules Powder, M. W. Kellogg, Manning, Maxwell & Moore, Package Machinery Co., West Virginia Pulp & Paper, B. F. Drackenfeld and Harris-Intertype.

Westinghouse, F&S&R to Part Company After 43 Years

PITTSBURGH, Oct. 28—Westinghouse Electric Corp. and Fuller & Smith & Ross have decided to end their 43-year relationship. The decision, reached after 60 days of negotiation, was made "reluctantly but amicably," Westinghouse stated. F&S&R will continue to service the accounts, involving 15 industrial divisions, until Feb. 1.

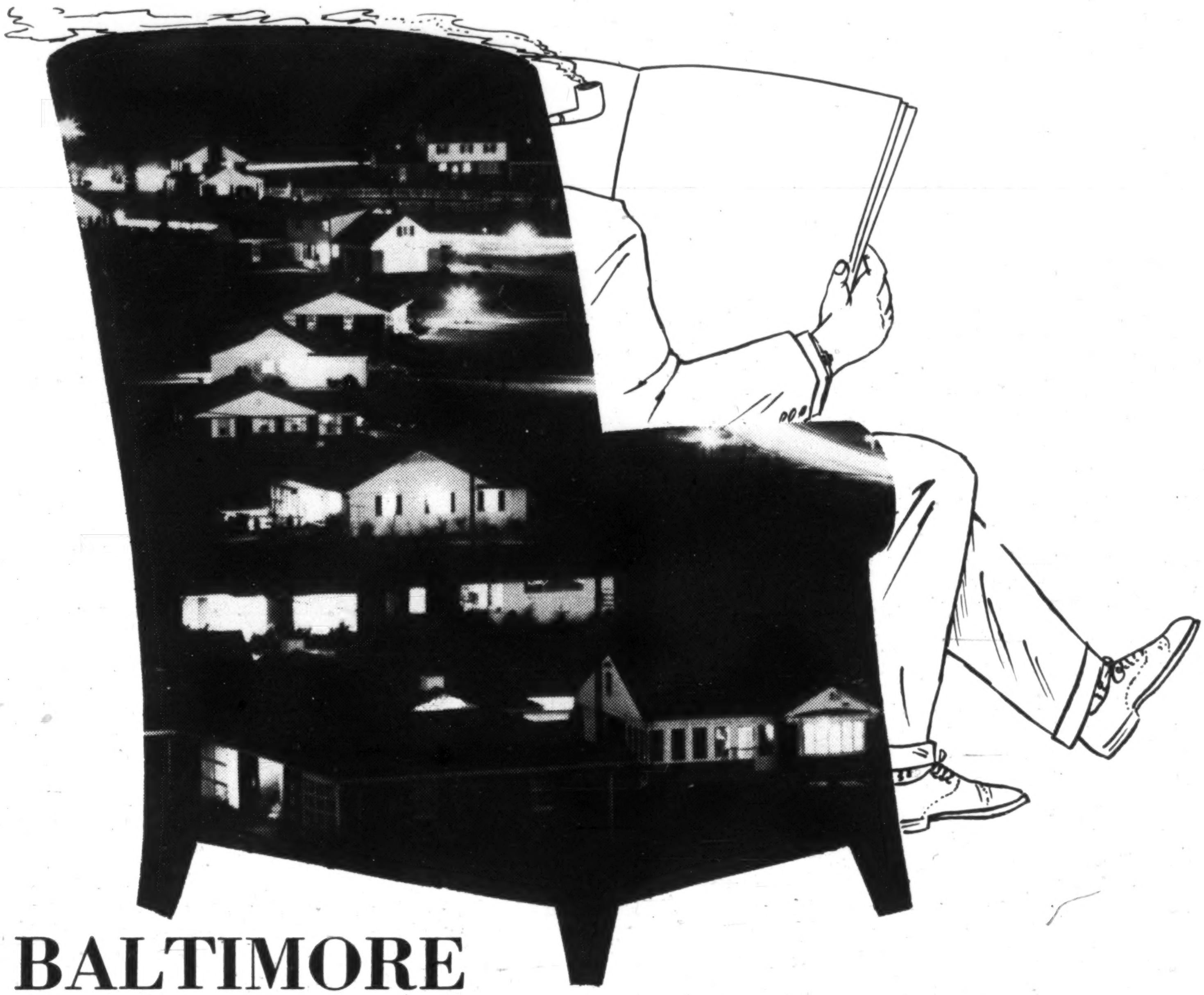
There has been a feeling for some time that Westinghouse should "try something new" and that F&S&R was "not too unhappy at the break." The accounts, billing less than $1,000,000, are expected to be consolidated with one of the three agencies currently servicing Westinghouse—Ketchum, MacLeod & Grove; McCann-Erickson; and Grey Advertising Agency. F&S&R lost four Westinghouse divisions to Ketchum last October. #

B&B AFFILIATES IN ITALY, NEW ZEALAND

NEW YORK, Oct. 25—Benton & Bowles has established affiliate relationships with agencies in New Zealand and Italy.

Goldberg Advertising in New Zealand and Itam in Italy are the latest newcomers to the B&B overseas network.

Like other arrangements made by B&B in the international field over the past few years, these two agencies have in common with Benton & Bowles a client relationship with Procter & Gamble. Most recent previous B&B affiliation was with Jackson, Wain & Co., Sydney, Australia (AA, July 18).



BALTIMORE IS AN EVENING PAPER MARKET

—AND THE BALTIMORE NEWS-POST, ITS LEADING EVENING NEWSPAPER!

Baltimore merchants *know* this! That's why they put practically all their daily advertising dollars "on the line"—in the evening newspapers!

Baltimore Is An Evening Paper Market

Evening newspaper circulation represents 97% of all occupied dwelling units in the A.B.C. City Zone. And of these, the Baltimore News-Post delivers the most.

When you advertise in the News-Post, you're reaching the market you want to reach—the Big Market, the Buying Market, the Evening Paper Market!

The Fresh Point Of View

The Baltimore News-Post is the biggest selling evening paper in the Baltimore area. It gives its readers the most complete, up-to-the-minute news coverage—it analyzes the news in depth—it provides entertaining and informative features for every member of the family—and, it's famous for its modern "fresh point of view!"

Call In Your Hearst Advertising Service Representative

Plan now to represent your product to the Baltimore buying public when it's most receptive to your message—in the pages of the Baltimore News-Post.

LOCAL ADVERTISERS PUT THEIR MONEY IN THE EVENING PAPERS

Media Records Prove It: The two Evening Papers carry 85% of the Daily Retail Advertising.

NEWS-POST CAPTURES 3 "FIRSTS" IN BETTER NEWSPAPER CONTEST!

In the 1959 Maryland Press Association State-wide competition, the News-Post won first place awards in Editorials, News Photography and Typography, and placed 2nd in two other categories.

The Baltimore News-Post

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC. • OFFICES IN 15 PRINCIPAL CITIES

Harper Hits Ad World's Misuse of 'Creativity'

(Continued from Page 1)

in the preparation of an advertisement should not automatically earn the cachet of 'creative' in any serious sense.

"Certainly we have an impressive proportion of creative people in the ad business; and they often think, write, design and work creatively. But it is somewhat embarrassing to hear the word 'creativity' used so freely and frequently by advertising agencies —when it is rarely used by their clients who, nonetheless, may have achieved breakthroughs in nutrition, medicine, energy, data processing and even life on the moon."

Mr. Harper warned agencies to go easy on slapping the "creative" label on their people and product. He suggested that while some agency people may be "creative," they are certainly no Picassos.

■ "I would hesitate to say that advertising is one of the creative arts," he continued. "Advertising has a business purpose—a purpose of special pleading. What the audience receives from advertising is all-important. This is not the character of the creative arts, in which the artist's inspiration is paramount, and in which there can be indifference to the audience response.

"There is, of course, no question of choice between creative and non-creative advertising. We're all, as I've said, four-square for the creative. But sometimes 'creative' is confused with 'effective,' and if there's an issue between creative and effective advertising, clearly what is effective must prevail."

Mr. Harper asserted that creativity is not only confused with effectiveness, it is also applied to the merely "bizarre." This is particularly true, he said, in ads directed at small segments of the consuming public.

■ "Any cult of advertising creativity is a waste of time. Those of us in advertising are engaged in business. To earn our keep, we should try to send out a torrent of ideas that are deeply involved with the advertiser's business—that are inspired, shaped and expressed in terms of the advertiser's relation to the prospect or to his market. Advertisers are not spending billions of dollars to decorate the various media. Their messages are not ornaments. They have a specific business purpose."

■ The success of American Motors' Rambler was traced for the seminar by Fred W. Adams, automotive sales manager, and John F. Henry Jr., vp, of Geyer, Morey, Madden & Ballard, Rambler's agency.

Speaking alternately, Messrs. Adams and Henry gave most of the credit for Rambler's spectacular success in establishing the compact car in the U.S. to newspaper advertising, which they said has been and will continue to be the "backbone of our advertising effort.

"One of the reasons that the newspaper medium plays so important a part in our advertising and merchandising strategy is its flexibility," they said. "When we make news, we get the story into newspaper advertising in a hurry."

The latest news, Mr. Adams said, is that Rambler, since 1958, has climbed from 21st position in newspaper advertising in 1958, to third place in 1960. He said sales in that period went from 104,000 units in 1957 to 435,000 units this year.

■ James R. Peterson, brand supervisor of Pillsbury Co., gave a case history of Pillsbury's annual "bake-off" promotion. As an example of how to get more mileage out of an ad dollar, he cited Pillsbury's special preprinted recipe ad section, which was distributed earlier this year by 52 newspapers. Based on a combined newspaper circulation of about 16,000,000, the four-color supplement broke down to $24 per 1,000 for eight color pages, and $3 per 1,000 for a single color page. The promotion was so successful it will be repeated next year, he said.

■ The Bureau of Advertising, American Newspaper Publishers Assn., which sponsored the seminar in cooperation with the Assn. of National Advertisers and the American Assn. of Advertising Agencies, was represented by Allen B. Sikes, sales service manager. Mr. Sikes delivered a slide presentation on readership scores of national food ads appearing in newspapers during the 1950s.

Also representing the BofA was Ed Falasca, creative vp, who together with Henry H. Henley Jr., exec vp of McKesson & Robbins, previewed that company's annual Merry Christmas Drug Store promotion, scheduled this year in 118 newspapers.

Other speakers included Dr. Ernest Dichter, on the creative use of media, and Bernice Fitz-Gibbon, who gave a talk on the copywriting employment opportunities in department stores. Whit Hobbs, vp of Batten, Barton, Durstine & Osborn, was moderator.

■ Keynoting the session ,was Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, who complained that newspaper ads are not what they used to be.

The creative decline, he said, is attributable to two major factors:

1. The "woolly conception" by advertisers and agencies of the newspaper's role in national advertising.

2. The lack of interest of creative people in newspaper ads.

On the first point, Mr. Cox laid part of the blame for the "fuzzy role" of newspapers in national advertising on newspapers themselves.

"We have heard a good deal of nonsense from our newspaper friends to the effect that 'all sales are local'," he said. "But so is all advertising, no matter what medium carries it.

"And if my host will forgive me, I will also pick a bone with them over a promotion theme I heard about the newspaper being the 'total medium.' Keen as I am for newspapers, they just aren't anything of the sort. And I welcome the fact that nowadays the newspaper fraternity seems to be getting away from these sophistries and is trying to help advertisers fit the newspapers into what our marketers call a logical media mix."

■ He warned against "adapting" a magazine or newspaper campaign to suit newspaper ads. These adaptations, particularly when newspapers are used to fill gaps in a national blanket provided by magazines and tv, are "almost never distinguished," he said.

A primary consideration on whether to use newspapers, he said, is for agencies and advertisers to decide their story is news or can be presented as news.

"Can it be clothed in the immediacy of daily journalism? Can you present it as a story that will steal the reader for a moment away from the news of the day? If not, then maybe you shouldn't use newspapers. And if so, then you aren't using them enough."

■ On the creative side, Mr. Cox said the most needed improvement in whipping up newspaper ads is a "rediscovery" by agencies of the art of newspaper advertising itself through the "development of a reporter's nose for news and a sense of compelling immediacy in our copy.

"I think a real case can be made for the fact that the newspaper admaker is the elite of the business. He has no captive audience like the writer of tv commercials. He must go out and capture his own—on the hoof. He doesn't even have the blandishments of coated stock and gorgeous colors and bleed pages that are so beguiling in the magazines that writers often get lazy with words." #

NEW IDEA!
PINWHEEL MINCE PIE
made with
FREE PIE CRUST MIX
None Such
Betty Crocker
Pie Crust

MINCE TIME—*Borden Co. plans a heavy fall drive for None Such mince meat, including a co-op push with Betty Crocker instant pie crust mix. At left is a color point of sale display.*

Magazine Revenues Rise 11.3% in First 9 Months, PIB Says

NEW YORK, Oct. 25—Advertising revenue of 83 farm and consumer magazines measured by Publishers Information Bureau totaled $608,610,687 for the first nine months of 1960—up 11.3% over the comparable period the preceding year.

Advertising pages for the same period totaled 56,001, against 53,978 pages in the nine-month period in 1959.

Nine-Month Magazine Pages, Dollar Volume

By Category

Source: Publishers Information Bureau

	Jan.-Sept., '60		Jan.-Sept., '59	
	Pages	Dollars	Pages	Dollars
Weeklies, bi-weeklies	19,279.75	$320,813,756	18,382.52	$286,226,956
Monthlies	6,922.16	61,793,838	6,497.97	56,536,599
Women's	5,755.47	87,481,094	5,543.24	77,822,945
Home	4,675.41	43,728,317	4,544.39	40,329,372
Fashion	3,882.00	18,939,564	3,310.81	14,674,639
Movie-Romance-Radio	1,246.54	8,506,717	1,334.13	8,908,019
Business	7,258.90	30,611,863	6,744.46	25,169,788
Youth	817.11	4,050,074	819.34	3,587,197
Outdoor & Sports	1,711.91	6,996,795	1,886.02	6,969,450
Mechanics, Science	2,354.84	7,020,871	2,507.13	6,995,972
Farm	2,096.95	18,667,798	2,408.74	19,752,369
Total	56,001.04	$608,610,687	53,978.75	$546,973,306

SEC Probes Ad Data in Bishop Stock Document

(Continued from Page 1)

lations, and a director of the company; and A. Mitchell Liftig, who acquired stock, reportedly as a "finder's fee," at the time Mr. Van Dyke came into Hazel Bishop late last year.

At the time of the filing in July, the prospectus revealed that Hazel Bishop obtained an additional $1,000,000 from the sale of stock in March and April "because of the further need for working funds."

SEC listed among shortcomings of the registration statement:

- Inclusion of shares which had been sold to the public prior to the filing of the statement.
- Omission of the identity of persons who own shares included in the statement, number of shares owned by each and the facts concerning their acquisition.
- Statements with respect to the use by the company of proceeds of its sale of 562,500 shares included among those offered.
- The expenditures for advertising and media used.
- The financial statements and earnings summary, including $102,258 reported net income for the fiscal year ending Oct. 31, 1959, which reflects improper reduction of advertising charges in the amount of $900,000.
- Disclosures concerning the company's business done and to be done and the general development of the business during the past five years.
- The business risks and costs attendant upon the introduction of new products, new packaging or new styling, including returns and cancelation of merchandise.

■ The registration statement which SEC is questioning reviews recent financial history of the company, including the purchase last October by the Van Dyke interests of 350,000 shares for $1,400,000. At that time, Spector interests agreed to reacquire 525,553 shares of common stock and 98,200 shares of preferred previously sold to Television Industries Inc., possessor of the Matthew Fox tv barter empire.

A footnote to the financial statement said that as part of these and other agreements, Television Industries Inc. released all claims against the registrant without any payment or other consideration from the registrant. Claims consisted chiefly of obligations "which arose in connection with the use of television spot time."

■ This release resulted in a reduction in advertising costs of $1,110,619, with $935,537 applying to the year ended Oct. 31, 1959, and the remainder to the prior year, the statement said. After the adjustment of advertising expense, the company still showed a net loss of $139,250 for the fiscal year ending Oct. 31, 1959.

The registration statement said the purpose of the registration is to enable the 110 persons and companies to dispose of their holdings if they wish. It said this does not mean they intend to sell.

Holders of the 1,274,823 shares covered by the statement include Mr. Spector, with 449,323 shares; Dovan Enterprises, owned by Mr. Van Dyke, with 75,000 shares; Banque de Depots, in which Mr. Charney has an interest, 40,000 shares; Mr. Charney 30,000 shares; and Mr. Liftig 33,500 shares. #

FCC Ends L.A. Film Probe; Four Witnesses Refuse to Testify

LOS ANGELES, Oct. 26—The Federal Communications Commission yesterday wound up 12 days of hearings here in its investigation into the relationships among film producers and packagers, networks, agencies and advertisers in the production of programs for tv (AA, Oct. 17).

Called to testify at the hearings were executives of 13 major tv film producers, the National Assn. of Broadcasters, the Alliance of Television Film Producers, talent guilds, talent agencies and free plug organizations.

After the first week, testimony dealt mainly with relationships between the various guilds and producers, particularly when the producer was also a talent agency. On this score most attention was directed to the operations of the Wm. Morris Agency and Music Corp. of America.

■ Probably the most dramatic moment of the investigation was when Taft B. Schreiber, MCA vp, walked off the stand when directed to name the programs for which MCA has acted as packager or agent since September, 1958.

The question had been asked by Ashbrook P. Bryant, chief counsel for FCC. Mr. Schreiber refused to answer, saying it would be revealing confidential information, and that he had not been given the right of counsel.

Three other subpoenaed witnesses also declined to testify. These were specialists in planting plugs on tv shows—Dick Fishell, Mary Rothschild and Betty Langley.

As the hearings concluded, Examiner Cunningham said he would seek court action against all who refused to testify. #

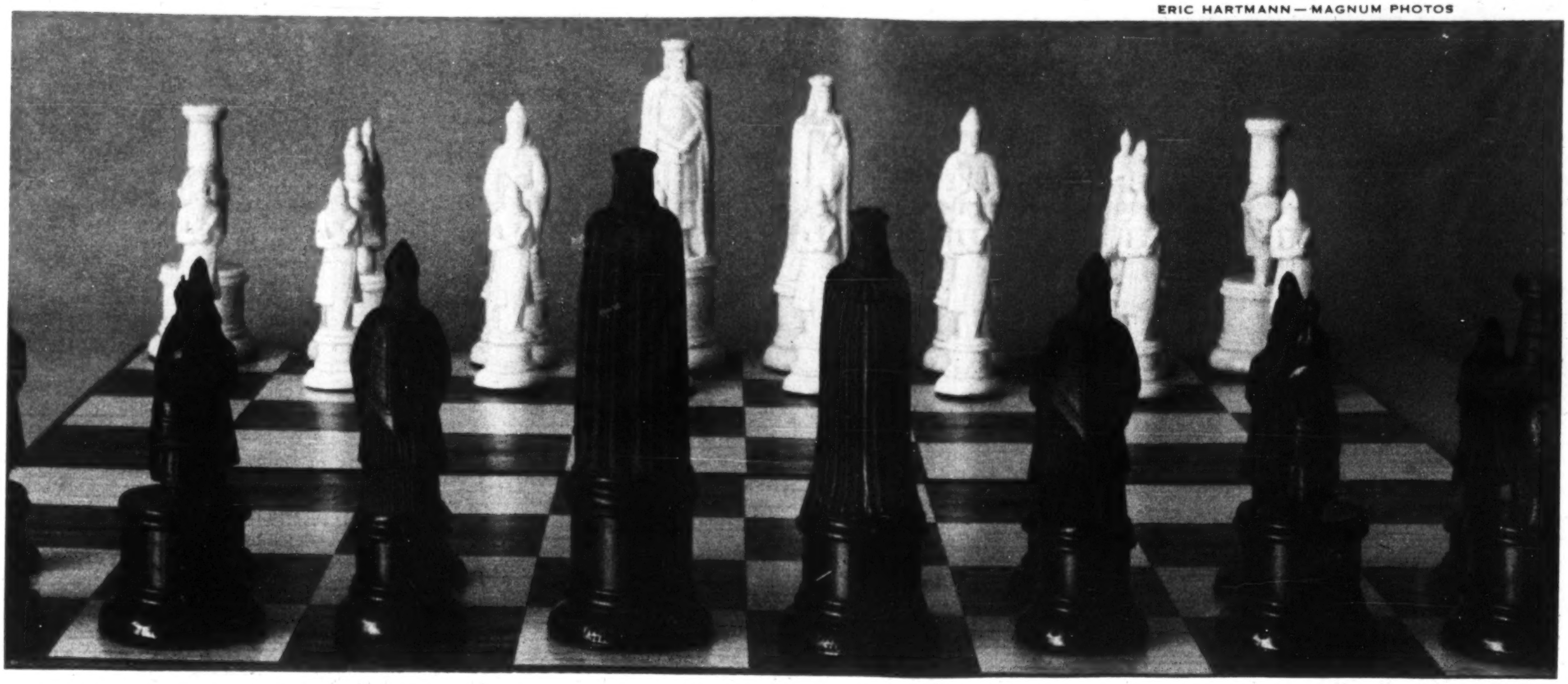
Lever Launches Nifty

Lever Bros. Co. introduced Nifty, a liquid scouring cleanser in Madson, Wis., and Wichita, Kan., on Oct. 27 with spot television and newspaper advertising. The product is said to combine the scouring power of a cleaner with the cleaning and grease dissolving action of a detergent. Nifty is packed in a plastic-lined cardboard container and sells at about 23¢ and 33¢ for regular and giant sizes. Batten, Barton, Durstine & Osborn, New York, is the Nifty agency.

KFSD Stations for Sale Again

KFSD (am, fm, tv), San Diego, which were almost sold some time ago to Triangle Publications, are again on the market. The current deal, which broker Howard Stark is in the process of negotiating, reportedly calls for a purchase price of about $7,000,000, with Hugh Halff Jr. and family of WOAI, San Antonio, as the buyer. *Newsweek* and Fox, Wells & Rogers, an investment house, are the principal owners of the KFSD outlets.

ERIC HARTMANN—MAGNUM PHOTOS



"ALL THAT IS NECESSARY FOR THE FORCES OF EVIL TO WIN IN THE WORLD IS FOR ENOUGH GOOD MEN TO DO NOTHING"

— EDMUND BURKE —

VOTE TUESDAY NOV. 8

This message was created in our agency to remind our people that voting is not a right, not a privilege, but a responsibility of citizenship. It appears here in the belief that others will also find these words of Edmund Burke a strong and timely reminder of a basic principle. YOUNG & RUBICAM, INC. Advertising, New York.

Heims & Turtledove Joins NFAA

Heims & Turtledove, Portland, has been named exclusive Oregon member of the National Federation of Advertising Agencies, a network of cooperating independent agencies, which expects to bill $25,000,000 this year. The agency was formed earlier this year as an outgrowth of Earl Heims & Associates.

Hillgren Rejoins Wilshire

Wilshire Oil Co. of California, Los Angeles, has appointed O. Warren Hillgren manager of advertising and public relations. He held a similar position with Wilshire from 1957 to 1959. Prior to rejoining the company, Mr. Hillgren was retail sales manager of Tidewater Oil Co.

ANNOUNCEMENT

The ST. LOUIS GLOBE-DEMOCRAT takes pleasure in announcing to advertisers and agencies that effective January 1st, 1961, they are expanding from a flat rate to a 200,000 volume structure and from no frequency to a full frequency rate structure using the CID discounts. We are sure that this progressive action will be pleasing to national advertisers and agencies and encourage their greater use of newspaper advertising.

St. Louis Globe-Democrat

Represented nationally by Moloney, Regan & Schmitt

Friden brings office automation down to earth
Friden

EARTH MACHINES—*Friden Inc., San Leandro, Cal., hammers home its current PractiMation theme with the headline: "Friden brings office automation down to earth." A variety of Friden equipment was photographed in a freshly-ploughed field for the spread, which is appearing in Business Week, Fortune, Nation's Business, Newsweek, U.S. News & World Report and the Wall Street Journal. Richard N. Meltzer is the agency.*

USIA Magazine Tells Soviets About Magazines in U. S.

WASHINGTON, Oct. 25—Russian magazine readers got an idea of the scope of the magazine business in the U. S. this week as the fifth anniversary issue of *America Illustrated* hit the Soviet newsstands.

The Russian-language publication, put out by the U. S. Information Agency, reports to its Russian readers that "there are over 8,000 magazines published in the U. S., which are sold both by subscription and at more than 70,000 magazine stands scattered throughout the country."

The article, entitled "A Brief Survey of American Magazines," explains that "most of these magazines seek specific audiences." It lists such specialized publications as *Dog World*, *Tropical Fish Hobbyist*, and *Just Buttons* (for button collectors).

■ The story deals with some of the problems faced by big circulation magazines. *Life*, for instance, the article recalls, faced the "curious problem of too much success." To keep up with its booming circulation, *Life* was forced into the paper industry, the article said, and as a result now finances a $6,000,000 program "that includes elaborate research to improve printing techniques." Also mentioned was the two-day printing delay and speed-up delivery *Newsweek* thought up to handle coverage of the 1956 Presidential election.

The article includes thumbnail sketches of the editorial policies of eight representative U. S. magazines: *Life*, *Foreign Affairs*, *Holiday*, *Atlantic Monthly*, *Newsweek*, *Ladies' Home Journal*, *Scientific American*, and *Partisan Review*.

■ *America Illustrated*, which was started in October, 1956, is distributed by the official Soviet news distribution agency, Soyuzpechat, in some 80 cities of the Soviet Union. Circulation is limited by the Russians to 50,000. The magazine is the only non-Communist western publication available to Russian readers, USIA said. #

Ford Sets Heavy Push for New Trucks

DEARBORN, Oct. 25—Breaking the ice for its new series of Econoline trucks, which will augment its regular line and is expected to have heavy impact in the lightweight truck field, Ford Motor Co. is going considerably further than usual in its consumer media advertising for trucks.

It will place ads in magazines in November and also plump heavily on the Ford weekly tv shows, "Wagon Train" and "Tennessee Ernie Ford," during the week starting Oct. 30.

The magazines to be used include *Business Week*, *Dun's Review*, *Fortune*, *Life*, *Nation's Business*, and *U. S. News & World Report*. The *Wall Street Journal* also will be used.

Frank McGinnis, manager of advertising for Ford trucks, said the Econoline series ads also will be placed in all 50 fleet publications, and 102 vocational and trade papers.

■ The Econoline program includes use of outdoor boards over the entire nation and a direct mailing program to reach some 3,000,000 persons.

J. Walter Thompson Co. is the agency. #

Vita-Cee to Lynch & Hart

Vita-Cee Juice Co., St. Louis, has appointed Lynch & Hart Advertising Co., St. Louis, to handle its advertising.

IN BUFFALO More Advertisers Start the Day Right...in the Morning

Spectacular linage growth offers you convincing proof that more and more advertisers are discovering the potent selling power of the *Morning* Courier-Express.

From 1950-59, the *Morning* Courier-Express gained 41% in total linage compared with 13% for the evening paper. Retail advertising rose 21% versus 8%—national, 71% versus 4.5%. The retail grocery classification showed a whopping 166% gain against only 49%.

This advertising growth can only mean proven in-the-morning selling in Buffalo. The Courier-Express is vital to insure you your full share of the metropolitan Buffalo market.

FOR MORE ADVERTISING FOR YOUR DOLLAR concentrated on those with more money to spend use the *Morning* Courier-Express to reach Western New York's top 160,000 households.

FOR SATURATION use the *Sunday* Courier-Express, the state's largest newspaper outside of Manhattan, to blanket the 489,103 families in Buffalo and the eight surrounding counties.

For Total Selling in this Great Market

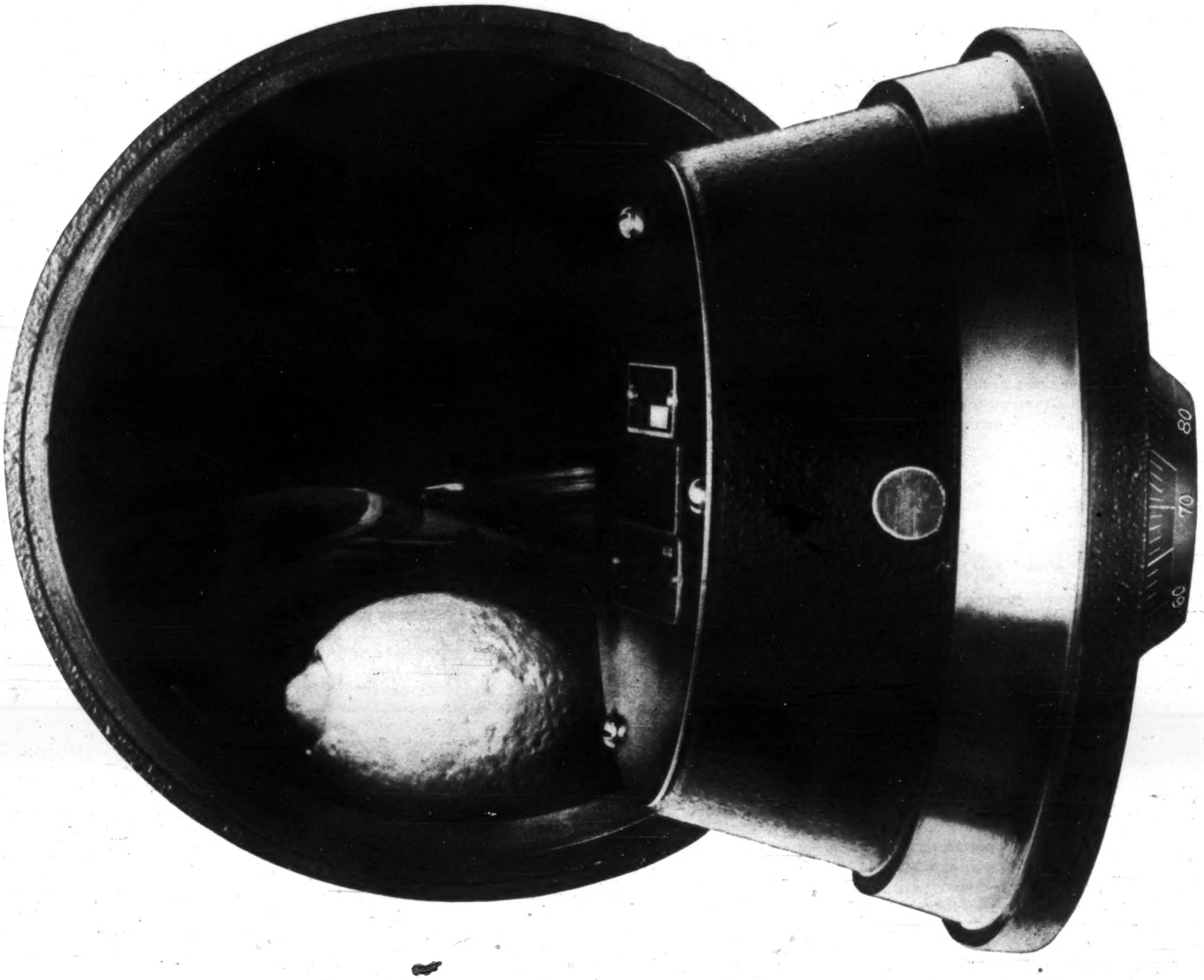
Buffalo Courier-Express

ROP COLOR 7 DAYS

Represented Nationally by

NEWSPAPER MARKETING ASSOCIATES
SCOLARO, MEEKER & SCOTT DIVISION
New York, Chicago, Philadelphia, Detroit
DOYLE & HAWLEY DIVISION
Los Angeles and San Francisco

WHAT MAKES GOOD HOUSEKEEPING DIFFERENT FROM ANY OTHER ADVERTISING MEDIUM?

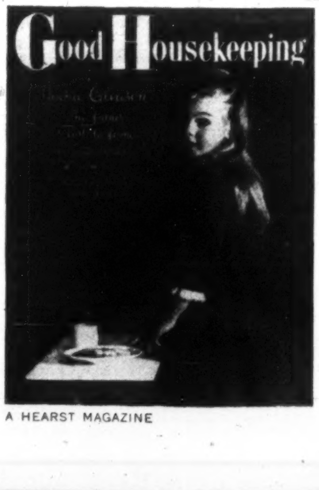


WE PAID $4,917 FOR THIS LEMON!

It started with a letter from an irate man in New Iberia, Louisiana. He was writing to us at Good Housekeeping because the trailer in which he lived carried our Consumers' Guaranty. And the trailer was leaking like a sieve.

So? So we went to work. We helped the man vacate the trailer so it could be shipped elsewhere for proper examination. We sent him $300 for expenses. Then the trailer was checked by an outside consultant, and again by an engineer from the Good Housekeeping Institute. They agreed: the trailer was indeed defective, although the manufacturer's product was generally excellent. And, true to our word and our guaranty, we made out another check for $4,617 to the trailer owner.

Happily, most products are well made these days so we are not often called upon to make good on faulty merchandise. Nevertheless, all products advertised in Good Housekeeping are backed by this Consumers' Guaranty, "Replacement or refund guaranteed by Good Housekeeping if not as advertised therein."



A HEARST MAGAZINE

Isn't it easy to understand why readers and consumers have greater faith in a magazine that really cares . . . cares enough to protect its readers with such a Consumers' Guaranty?

That's what makes Good Housekeeping different. And that's what makes it a great advertising medium.

GOOD HOUSEKEEPING

MAGAZINE AND INSTITUTE

. . . because nothing persuades and sells like the truth

The Editorial Viewpoint . . .

Coordinated Effort Needed

The news that the American Assn. of Advertising Agencies has retained Hill & Knowlton to counsel it on the public relations of the advertising business is interesting, and no doubt significant.

It is all too clear that the advertising business can use a little better public relations, and a lot better public image, than it has had in the past. And the acquisition by the Four A's of a public relations counsel will undoubtedly help some.

It becomes increasingly clear, however, that the advertising business needs sustained and united efforts to improve its practices and improve its public image, and that it will probably take greater effort than the appointment of one public relations counselor by one association within the industry to bring about a major improvement in the situation.

The Four A's move is a good one, and we are in no sense deprecating it. So was the move of the Assn. of National Advertisers to join with the Four A's in the operation and management of the copy interchange, by means of which copy considered offensive can be brought to the attention of the responsible agency and advertiser for possible corrective action.

Just the same, there is a flavor in the air of that *bete noire* of the advertising business in general: The too-frequent inclination to send a boy to do a man's job.

The advertising business is in serious trouble, and there are plenty of straws in the wind to indicate that general conditions will probably get worse before they get better. Under the circumstances a good many people feel that partial pecking away at solutions, no matter how well intentioned and directed on their own, is not enough. There are strong reasons for believing that strong, unified, all-front action is needed, and particularly that all segments of the business join in it, so that there is the barest minimum of chance that one part of the business will be backing while another is filling.

Let's not stop with what has already been done. Let's continue exploring the possibility of mounting a completely unified, serious, effective, long-range attack on this entire problem.

The ABC Moves Forward

Even though the subject is probably not yet completely closed, and there are doubts here and there (and particularly in the newspaper division) about the wisdom of the action, the move by the board of the Audit Bureau of Circulations, giving business papers an option of a meaningful audit of unpaid circulation, is a step forward for the ABC.

If it does nothing else, it disposes for the time being of a subject which has not only occupied an inordinate amount of ABC board time in the past three years, but has also been responsible for some very unusual reversals of policy by the board.

With this matter apparently disposed of, the board can go on to more normal activities. And in this connection, accession of Alan Wolcott to the ABC presidency, following retirement of Jim Shryock after 21 years of outstanding service, will also serve to simplify internal operation of the bureau, and conceivably permit forward movement at a somewhat faster pace than may have been the case in recent years.

Finally, it looks as though advertiser and agency members of the ABC board, who have sometimes not effectively controlled the organization because they have been somewhat less faithful in attendance at board meetings than representatives of media, are currently determined to exercise the prerogatives which the ABC constitution and by-laws so clearly give them.

At the annual meeting, William Farrell, ABC chairman, took occasion to disagree with the assertion of a writer in AA's sister publication, *Industrial Marketing*, to this effect, stating that the 17 agency and advertiser members of the ABC board, representing a clear majority of the 31-member board, do exercise effective control over the board's activities.

But his own analysis of what has happened at the 21 most recent ABC board meetings scarcely bears out his optimism. At 12 of these 21 meetings, he said, the advertiser-agency representation has been a clear majority of those present; at three meetings, advertiser and agency board members equaled members representing media; and at six of these 21 meetings, directors representing publications have had a majority.

This may be "not bad," but we hope it will be even better in the future. The ABC is carefully set up so that advertisers and agencies can outvote media at board meetings. And even though it is true that board members do not vote as blocs, it is still desirable to have a majority of advertiser and agency directors on hand at all meetings of the board.

Having said this, however, we must in all fairness pay sincere tribute to ABC directors—and particularly to advertiser and agency directors—for devoting enormous time and energy to this unselfish activity on behalf of the whole advertising business.

Gladys the beautiful receptionist

—W. Paul Bradley, Willard G. Myers Advertising Agency, Philadelphia.

"That medical magazine rep said he had a swollen uvula. I was afraid to ask anything else."

What They're Saying . . .

Packaging Has the Attention

To date, in truth a good deal of the public and private comment on this campaign has suggested that Presidential candidates are like dog food. The packaging has got all the attention; the contents of the packages far too little. The "image" has been exalted, the program downgraded. So it is time for somebody or other to cry "Avaunt," or even shout, "Go to the devil," to the "image" merchants who have seeped into American politics from Madison Ave.

It was only just that the physical aspect of the Nixon "image" was improved, by such vast efforts and after such weighty debate, for his television appearance on Friday night. For Nixon has been the chief victim of the "image" theory of politics. Furthermore, the effort to present a politically saleable "image" has done worse things to him than were done by the television makeup artist who chose to smear the Vice-President's face, for the first debate, with a product called "lazy shave."

—Joseph Alsop, in the Chicago Sun-Times Oct. 10.

Simply Svelt

There is much mild amusement in the use of superlatives in the advertising world today . . .

Just the other day I heard a portable cocktail bar referred to as being "madly chic." Madly chic? Wow! Enough to put a Babbit in seventh heaven. Me? I'm going downtown and get me a set of madly chic arch supports. The world is growing heavy on my shoulders.

—Bob Harrington, in the Press, Bristol, Conn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 806 New Center Bldg., Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, Lawrence E. Doherty, Cynthia Eaton.** Detroit—**John J. McGinnis.** Washington—**Rance E. Crain.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **John B. Carlson**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston.** Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett.** Los Angeles: (Simpson-Reilly Ltd., 1709 W. 8th St., HU 3-0561) **Walter S. Reilly, James March, William C. Pritchard, Murray Keatinge.** San Francisco: (Simpson-Reilly Ltd., 703 Market St., DO 2-4994) **Richard B. Paulsen.** Portland, Ore. (Frank J. McHugh Co., 520 S. W. Sixth Ave., CA 6-2561) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co., 101 Jones Bldg., MA 4-3840) **Thomas A. Knowles.** London: Publishing & Distributing Co., Ltd., Mitre House, 177 Regent St., London W1. Paris: Gerard Lasfargues, 186 Boulevard Malesherbes, Paris 17.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Casey Stengel, fired by the New York Yankees after a fabulous career, can hardly be blamed for not putting much faith in the old saying, "Nothing succeeds like success."

•

Dan Topping, co-owner of the Yankees who fired Casey Stengel, may have felt that he had to take drastic action in order to get his name in the paper.

•

A Chicago sports writer, reporting the Vanderbilt football game with Marquette, referred to the Commodores as "the boys from Memphis."

Nashville fans will consider this a capital offense.

•

Jim Shryock has retired as president of the Audit Bureau of Circulations after long and distinguished service and generally ineffective efforts to keep publications from spelling his name "Shyrock."

•

ABP uses a picture of Leo Burnett in a business paper testimonial ad without specific identification.

This face is better known to advertising people than Rock Hudson's is to movie fans.

•

Charles F. Adams told a Central Four A's meeting that "media representatives voiced complaints over waiting room procedures in agencies."

And if that was all they said, they were being painfully polite.

•

—"Four A's hires pr counsel to aid in bettering ad image," the story says.

And the public relations outfit will have a difficult and demanding client.

•

Hertz Rent-All Corp. is now organized and ready to go, with an advertising agency and other facilities, and maybe it will include in its list of available goods and services baby-sitters for any and all occasions.

•

The head of the American Dental Assn. says he looks for a change in that television toothpaste advertising to "Look, mom, no false claims!"

•

Tv quiz winners are going to be tried in New York on charges of perjury growing out of their grand jury testimony.

And when they were just about forgotten, too.

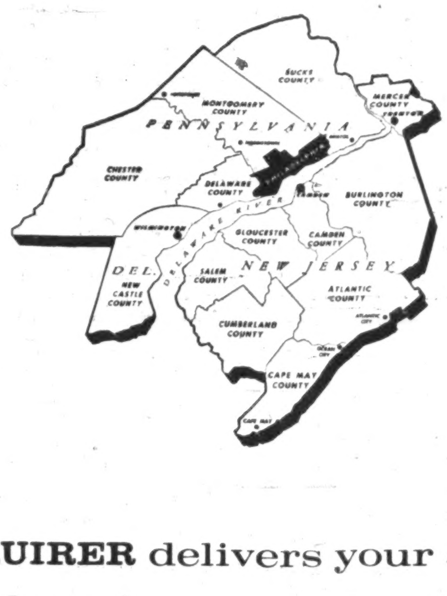
•

"You will not be writing to your employer," a blind classified ad assures prospective applicants.

Just to be sure, why not sign the ad?

COPY CUB.

71 PERCENT OF DELAWARE VALLEY AUTOMOTIVE SALES ARE MADE IN THE SUBURBS


BUCKS COUNTY
MONTGOMERY COUNTY
MERCER COUNTY
TRENTON
PENNSYLVANIA
CHESTER COUNTY
PHILADELPHIA
DELAWARE COUNTY
CAMDEN
BURLINGTON COUNTY
WILMINGTON
DELAWARE RIVER
GLOUCESTER COUNTY
CAMDEN COUNTY
DEL.
NEW CASTLE COUNTY
SALEM COUNTY
NEW JERSEY
ATLANTIC COUNTY
ATLANTIC CITY
CUMBERLAND COUNTY
OCEAN CITY
CAPE MAY COUNTY
CAPE MAY

THE PHILADELPHIA INQUIRER delivers your advertising to 33% more suburban men readers than does any other Philadelphia newspaper.

Sources: 1960 Sales Management Survey of Buying Power; Continuing Study of Adult Newspaper Readership by Sindlinger & Company, Inc. based on over 50,000 interviews, 1957-59. (Summary of 1959 study available on request.)

Media's Law:

To a seller of Halloween masks, the pulling power of an advertising medium is equal to the number of Halloween masks sold.

To media men, pulling power is influenced by several interrelated factors.

These factors are expressed in a law or formula that looks like this:

Pulling Power
=
Circulation Volume
×
Editorial Vitality
×
Reader Confidence

The larger measure of these ingredients in the Chicago Tribune accounts for the greater results produced for advertisers.

The Chicago Tribune, with a circulation 1½ times that of any other Chicago newspaper, outpulls the other papers by at least 3 to 1 and as much as 15 to 1.

More Chicago families read the Tribune than the top five weekly magazines combined; more than six times as many Chicagoans turn its pages as turn on the average evening TV show!

Chicago Tribune

Shamie to Alter Format, Rates of 'Grocer's Spotlight' Editions

Shamie Publications, Detroit, will change the format of *Grocer's Spotlight*, covering Michigan, and *Grocer's Spotlight*, covering Ohio, from full-size newspaper format to tabloid, by the end of the year. At that time *Grocer's Spotlight* (Ohio) will be renamed *Grocer's Beacon*. Effective with the format change, *Grocer's Spotlight* will decrease its one time b&w page rate from $775 to $598.50. Rates for a one time b&w page for *Grocer's Beacon* will be decreased from $680 to $548.

'Smoothies' to Robotham

Strouse, Adler Co., New Haven, manufacturer of Smoothie foundation garments, has appointed Edward W. Robotham Co., Westport and Hartford, to handle its advertising. Trade and consumer publications will be used.

Honoring the Minds that meet the Challenge of the '60s...

IRE remembers the MAN

. . . for advancements in data transmission

The *Medal of Honor*, IRE's highest annual technical award in the field of electronics, goes this year to Dr. Harry Nyquist, consulting engineer, "for fundamental contributions to a quantitative understanding of thermal noise, data transmission, and negative feedback." IRE is proud to honor Mr. Nyquist, and to salute all who, in this challenging decade of the '60s, work for the advancement of electronics and apply it to the betterment of our lives,

Your company, too, has to meet the challenge of the '60s in the vast radio-electronics field; to do so, it too must "remember the man"—must reach the top-level minds who control purchasing for electronic equipment, components and supplies. 65,243 (ABC) of them read **Proceedings** every month—ACT on what they read. Present your company's facts in **Proceedings**—and watch the reaction!

For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE • The Institute of Radio Engineers

Adv. Dept. 72 West 45th St., New York 36, N. Y. • MUrray Hill 2-6606 BOSTON • CHICAGO • MINNEAPOLIS • SAN FRANCISCO • LOS ANGELES

Harry Nyquist

TRICK or TREAT!!!

The sound of tiny voices echoes through the autumn air. It's the night the spirits rise—black-garbed witches, hobgoblins and dainty princesses with rouge-smeared cheeks. It's the time of make-believe. The fever of Hallowe'en grips the land. But in the Superior plant, all make-believe ceases. For here, modern equipment and skilled personnel combine talents—night and day—to attain the engraving perfection so important to the finest in printing. We have tricks, too—tricks of the trade, learned over long years of experience. May we treat you to the finest in engraving on your next job?

Call us soon. **SUperior 7-7070.**

CALL NIGHT OR DAY

Chicago's Foremost Photoengraving and Offset Platemaking Plant.

SUPERIOR ENGRAVING CO.
215 West Superior St. Chicago 10, Ill.

Getting Personal

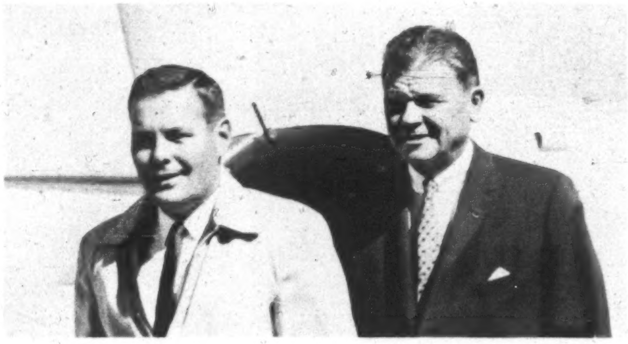
Peter G. Weinberg, vp and account supervisor at Smith/Greenland, New York, almost missed the annual sales meeting of a client, Melnor Industries. On Sunday morning, Oct. 9, his wife gave birth to their fifth child (and first son!) at 5 a.m. in Stamford, but Pete arrived in New York just in time to preside over the Melnor meeting . . . The first child of **Murray W. Gross,** marketing consultant at Grey Advertising, New York, is a boy, Charles David, born Oct. 5 weighing 5 lb., 15 oz. . .

A memorial loan and scholarship fund has been established at Dartmouth College in memory of **Harry H. Enders,** exec vp of Young & Rubicam, who died in January. The fund was created by gifts from Mrs. Enders, Young & Rubicam and its board chairman, **Sigurd S. Larmon,** other Y&R employes and many friends . . .

DESERVING WINNER—*That happy smile sported by Norman Mullendore (right), vp and art department manager at Sullivan, Stauffer, Colwell & Bayles, means that he not only had the member's low gross at the Art Directors Club of New York's annual golf tournament, but he also got a hole-in-one on the 18th. Presenting the trophy is Gil Tompkins, artist representative, who won the club's first tournament in 1954. The guest's low gross was won by Burns Patterson of McCann-Erickson.*

Louis Low, of Doyle Dane Bernbach, New York, married Elizabeth Johnson on Oct. 8 and then they took off on a Bermuda wedding trip . . . **Suzanne Fisher** of BBDO, New York, and James Dempsey have announced their engagement . . . Maehelen Lacy and **J. Frank Gilday,** a vp of McCann-Erickson, were married Oct. 8 . . .

Pulse Inc. presented its 19th annual "Man of the Year" award Oct. 19 to **Donald H. McGannon,** president of Westinghouse Broadcasting Co. Previous winners of this broadcasting industry award have included **Robert Kintner, Marion Harper Jr., Dr. Allen B. Du Mont, Arthur Godfrey** and **Ed Sullivan** . . .



FLYING ADMAN—*Bruce Markham (left), president of his own Pocatello, Ida., agency, took time off to fly Sen. Thruston B. Morton, Republican national chairman, to several Idaho speaking engagements recently. Bruce's father, Harley, is Idaho GOP national committeeman.*

Engaged: **Terri Jacobs Cobbs,** ad director of Playgram Publications, and **Robert Halpern,** art director for BBDO, both of New York . . .

Ray Weber, Swift & Co. ad manager, was elected to the Broadcast Pioneers, a national honorary group founded by H. V. Kaltenborn for pioneers in the early days of broadcasting . . .

Fred G. Hulburd, director of advertising and sales promotion for Victor Adding Machine Co., Chicago, chalked up 20 years of service with the company this month . . .

Mari C. Yerian, head of publicity and advertising for F. & R. Lazarus & Co., Columbus, O., department store, has been named advertising woman of the year by Gamma Alpha Chi, professional advertising fraternity of women . . .

Pete Schruth, vp and ad director of *The Saturday Evening Post,* has been named to the exec committee of Salesmen for Nixon-Lodge . . . Also at the *Post,* **Kent "Kip" Kelley,** ad sales rep in the Chicago office, has taken on extra-curricular duties as a monthly columnist for "Cherry Circle," published by the Chicago Athletic Club . . .

Bill Bernbach, president of Doyle Dane Bernbach, has joined the steering committee for National Library Week . . . **Art Porter,** vp and media director of J. Walter Thompson Co., New York, has been named chairman of the advertising and publishing group of the United Hospital Fund's 81st fund drive in Manhattan and the Bronx . . .

if you're selling ROCKING CHAIRS

...the Geographic, frankly, is **NOT** the medium for you!

We don't mean to slight those venerable items of Americana. It is simply that today's Geographic audience—now at 2½ million families—leads such busy lives it has no time for rocking chair leisure.

These are exceptionally active people. We can cite you armloads of recent survey findings to prove it.* In both business and community duties, they roam far from their firesides, pursue a staggering range of interests, and assume many responsibilities of leadership.

Approximately 60% of family heads are in business, another 21% in professional or government work. Among businessmen, about 1 in 3 is a top executive (owner, partner, corporate officer, general manager, etc.); more than 1 in 5 is a manager or department head.

About 9 in 10 Geographic family heads—and 8 in 10 other family members—participate in organized community activities. **Examples:** over 1,600,000 belong to church groups; nearly 1,000,000 are variously involved in civic work, professional or business associations, fraternal and service organizations — to mention just a few of their multiple interests. (Most significant, 47% of these family heads—and a like share of family members—serve as officers in community organizations!)

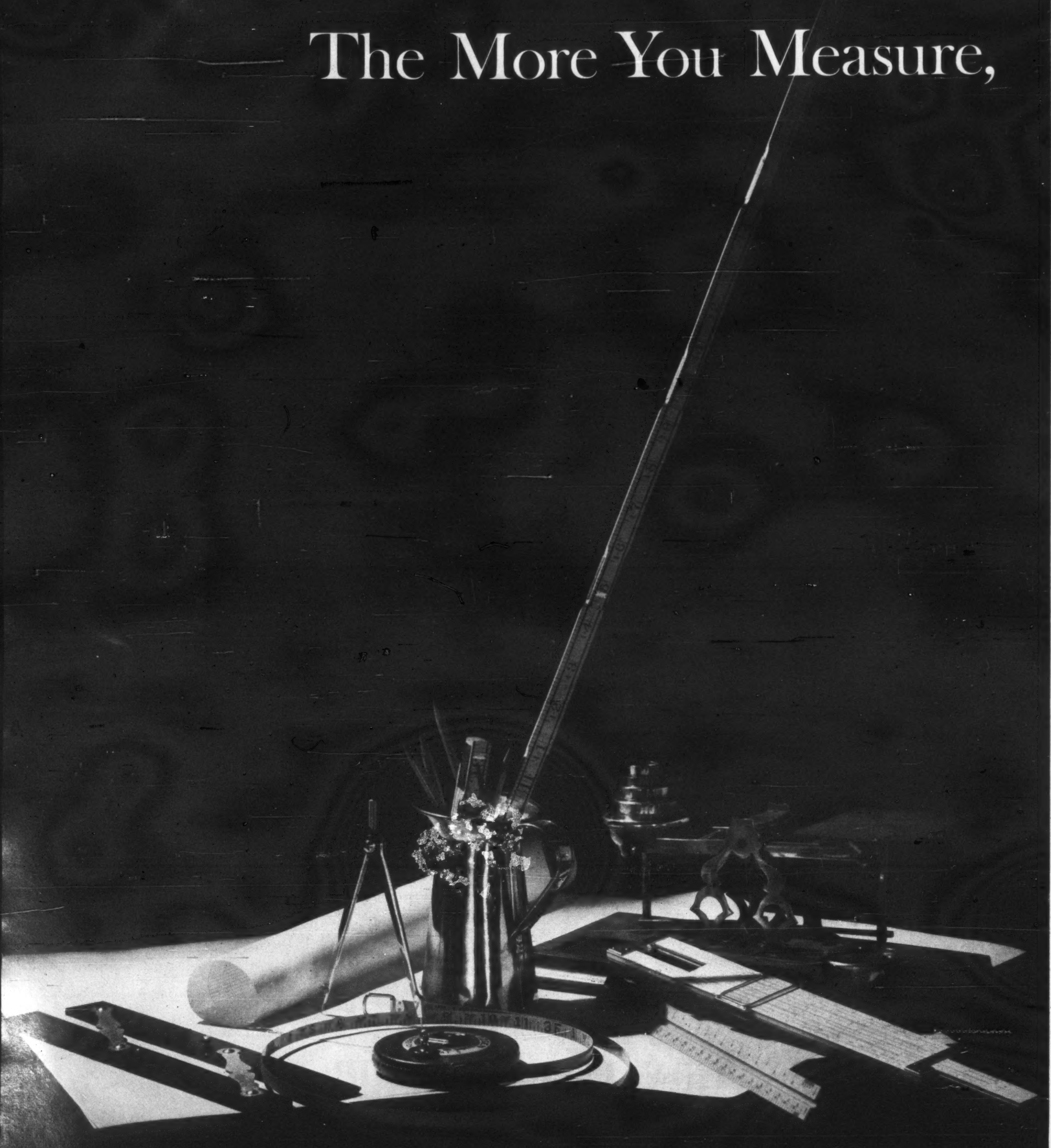
Busy people like this have little time or inclination for rocking chairs. But if you're selling **other** products or services that appeal to active, progressive minds, you'll find the high-income and high-geared Geographic audience a real bonanza!

THE NATIONAL GEOGRAPHIC

Washington 6, D. C.

*There are, in fact, hundreds of ways to measure the worth of this Geographic audience. Send for the report of our latest audience study, *"Double Dimensions"*.

The More You Measure,



INSTRUMENTS BY DIETZGEN

The More You'll Treasure

the BRIDE'S *magazine*

Even to the ad man with a bad case of electronic-itis, a few moments of reflection will make it apparent The Bride's Magazine is a medium for fulfilling his destiny—i. e. selling his clients' merchandise.

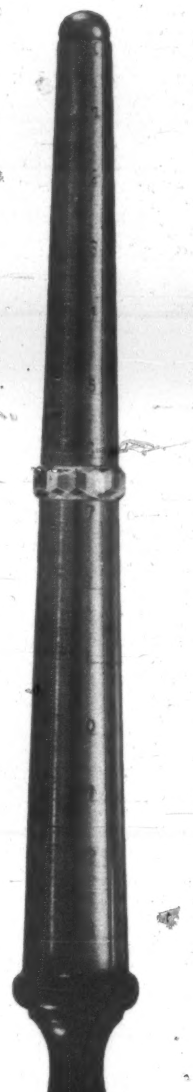
Or, to the media buyer who uses a "cost per page per thousand" yardstick to measure *all* magazines—selective as well as non-selective.

Why? Because you can measure the audience of The Bride's Magazine by the most accurate yardstick yet devised: *Cost per page per 1,000 Primary Prospects.*

By definition, a Primary Prospect is a reader able, willing and about to buy your product.

And, there are far more Primary Prospects per 1,000 circulation for a great variety of products among the readers of Bride's than among the audience of any other consumer magazine.

Why? Because brides need everything *new* and everything *now*—they're able, willing and about *to buy it now!*



Pick out your favorite media yardstick, try The Bride's Magazine for fit, and judge for yourself!

CIRCULATION? The Bride's Magazine delivers far more paid circulation per issue than any other bridal magazine.

	AVERAGE TOTAL PAID CIRCULATION PER ISSUE, 1960
THE BRIDE'S MAGAZINE	**160,000 copies***
Modern Bride	137,500 copies#
Bride & Home	105,000 copies †

**Publisher's advertising rate base, 1960. #Average circulation per issue based on annual circulation guarantee, 1960. †Estimate.*

RETAIL IMPACT? The Bride's Magazine far outperforms all other bridal publications in retail store tie-in advertising.

	LOCAL RETAIL NEWSPAPER TIE-INS, 1960 ADS	LINAGE
THE BRIDE'S MAGAZINE	**666**	**169,309**
Modern Bride	254	63,798
Bride & Home	161	51,684

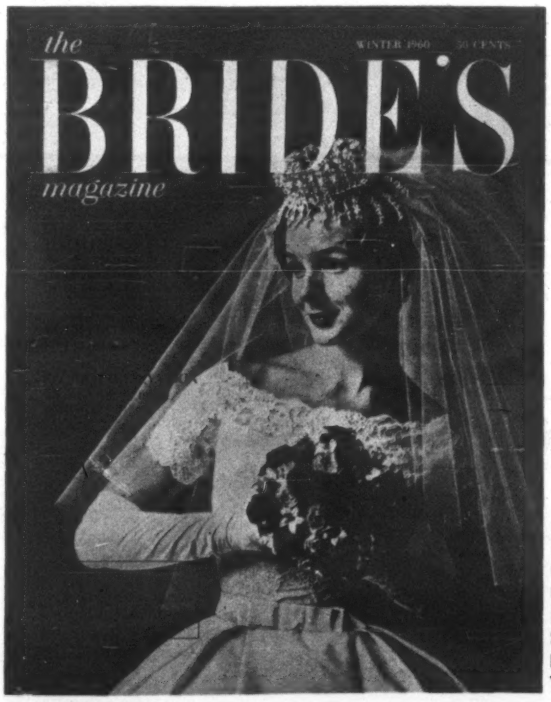
Advertising Checking Bureau Reports, 1st 9 months, 1960.

ADVERTISING LEADERSHIP? The Bride's Magazine is #1 with advertisers in both pages and revenue.

	AD PAGES	GROSS REVENUE
THE BRIDE'S MAGAZINE	**571.28**	**1,447,371**
Modern Bride	412.26	764,099
Bride & Home	328.00	Not Reported

Publishers Information Bureau Reports, 1st 9 months, 1960, except for Bride and Home.

If you would like information about the rich bridal market, send for a free copy of The Bride's Magazine's new, revised study, "#1 Sales Prospect for the 1960's."



A Condé Nast Publication
60 East 42nd Street, New York 17, New York

ATLANTA
BOSTON
CHICAGO
LOS ANGELES
MIAMI
SAN FRANCISCO
MEXICO CITY
TORONTO

The best to you each morning...

No, we can't serve your breakfast in bed. But we can guarantee to start your day right with the quality of work you always get when the Century man makes your delivery! Ask any top agency Production Manager!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Commercial Printing Receipts

(000 omitted)

	1958				1954			
	total*	letter-press	litho-graphic	gra-vure	total	letter-press	litho-graphic	gra-vure
Magazines & periodicals	$729,765	460,608	87,152	182,005	$441,668	361,970	34,195	45,503
Catalogs & directories	252,406	136,175	75,636	40,595	175,716	106,003	50,452	19,261
Direct mail	446,138	179,837	266,301	———	in '54 under commercial printing, including advertising, circulars, & pamphlets			
Display adv.	154,927	28,442	101,592	———				
Other adv. printing (circulars & pamphlets, etc.)	348,212	98,914	209,425	34,038				
Newspapers, readyprints	138,116	110,009	21,559	6,548	90,900	48,924	2,481	39,495

*Includes engraving, screen, & others

Direct Mail Users Have $446,000,000 Print Bill: U.S.

WASHINGTON, Oct. 25—The Census Bureau has published a breakdown of commercial printing receipts which shows that direct mail advertisers' printing bill totaled more than $446,000,000 in 1958.

The report marks the first time that the Census Bureau has tabulated the printing expenses of direct mailers and display advertisers. Previously, the only estimate of direct mail costs has been developed by private sources by projecting expenditures for bulk third class postage.

Broken down in the census figures are printing costs of magazines and periodicals, catalogs and directories, direct mail and display advertising, and newspapers and readyprints, among others. Each classification is divided into the receipts taken in by letterpress, lithographic, and gravure.

■ While letterpress receipts from magazines and periodicals have increased by almost $20,000,000 since 1954, offset and gravure made even bigger gains. Offset jumped from $34,100,000 in 1954 to $87,100,000 in 1958. Gravure registered an increase of almost $137,000,000 in the four-year period, from $45,500,000 to $182,000,000.

An interesting trend is the reversal of the positions of lithographic and gravure in the newspaper field. In 1954, receipts from papers printed from the gravure process amounted to more than $39,000,000; lithography accounted for only about $2,500,000. In 1958 the two positions were almost reversed; offset accounted for $21,500,000 and gravure totaled about $6;500,000.

Because the 1954 report is not as refined as the 1958 version, census officials say, the earlier figures tend to be lower in individual categories, with large "residual" classifications not broken down. A bureau spokesman stressed, however, that the industry has indicated that it is "very pleased" with results of the latest count. "It has stimulated interest all the way across the board," he said.

The Printing Industry of America distributed copies of the census report to its members at the annual meeting here yesterday. #

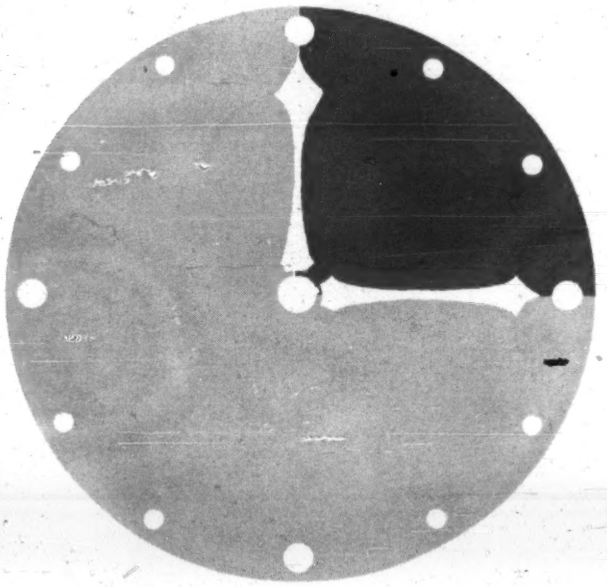
'Drafting Equipment News' Will Debut Jan. 1

A new controlled circulation monthly, *Drafting Equipment News,* will start publication in Detroit Jan. 1 with an initial mailing of about 17,000, according to Raymond H. Dipple, publisher and editor. Directed to users of drafting room equipment and supplies and related office machines and appliances, the new magazine will be sent to architects, chief engineers and chief draftsmen, the publisher said.

The first issue offers a 40% discount from the regular rate, which will be $405 per page, with reductions based on six-time and 12-time orders. Publication office is at 204 Bereford Ave., Detroit.

'Tribune' Boosts Eder

The *Chicago Tribune* has appointed Robert W. Eder sales coordinator of the classified display advertising department, a new post. Mr. Eder was formerly in the *Tribune's* New York advertising office.



Every 15 Minutes . . .

Metropolitan San Jose gains a new resident every 15 minutes — and it's been happening for the last 10 years!

In all, that's a gain of 349,068 residents since the 1950 census, making the San Jose Metropolitan area the most dynamic on the West Coast.

Rapid population growth propels a soaring EBI — up 270% (1949-1959), a retail sales growth up 199% (1949-1959) and an enormous need for services as well as goods. That is why the San Jose Mercury and News, with the only complete area coverage, is worth more every day to advertisers, which is why we say . . .

San Jose—Up-and-Coming Billion Dollar Market!

Mercury and News

Represented Nationally By Ridder-Johns, Inc.   Member, Metro Sunday Comic Network and Parade

Write today for our new market guide!

Sources: U.S. Census, Sales Management

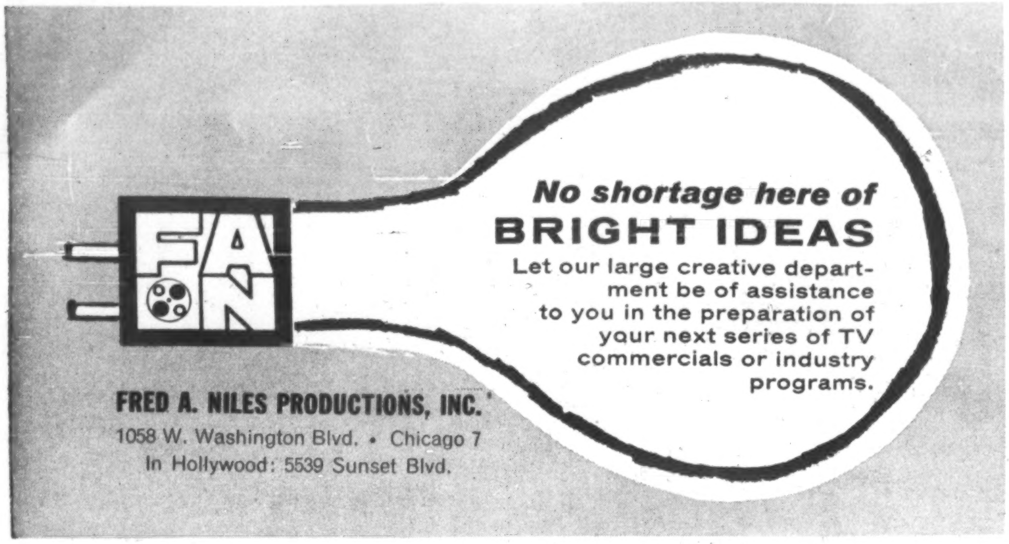
A "Metropolitan" personality

Intent on pleasing, while posing challenges that are fresh, vital and memorable . . . a "Metropolitan" personality like each member of our media family . . . Television, Radio and Outdoor-Advertising.

METROPOLITAN BROADCASTING CORPORATION

205 East 67th Street, New York 21, New York

TV STATIONS: WNEW-TV, New York; WTTG, Washington, D.C.; WTVH, Peoria/Ill.; KOVR, Stockton-Sacramento/Calif.
RADIO STATIONS: WNEW, New York; WIP, Philadelphia; WHK, Cleveland
OUTDOOR: Foster and Kleiser—operating in Arizona, California, Oregon and Washington.


No shortage here of
BRIGHT IDEAS
Let our large creative department be of assistance to you in the preparation of your next series of TV commercials or industry programs.

FRED A. NILES PRODUCTIONS, INC.
1058 W. Washington Blvd. • Chicago 7
In Hollywood: 5539 Sunset Blvd.

Amphenol-Borg Boosts Doughty

Amphenol-Borg Electronics Corp., Broadview, Ill., has appointed J. Sanford Doughty assistant to the president-communications. Mr. Doughty joined the company last June and prior to that was advertising manager of Container Corp. of America.

Mathes Appoints Two

Reginald Roome Jr., formerly advertising manager of Underwood Corp., has joined J. M. Mathes Inc., New York, as an account executive. Roy Passman, director of the Mathes radio, tv and motion picture department, has been named a vp.

Gorman Names Ireland VP

Gorman, Eckert & Co. Ltd., London, Ont., has appointed Alfred W. Ireland Jr. vp and director of marketing. Mr. Ireland was formerly coordinator of marketing of Gorman's U. S. associate, McCormick & Co., Baltimore.

FPC Won't Review Ruling on ECAP Ads

Court Tests Seen on Disallowance of 'Lobby' Ads for Rate Purposes

WASHINGTON, Oct. 25—Attorneys of 63 electric power companies are considering the next move in their efforts to overthrow a Federal Power Commission decision which prevents the companies from treating anti-public power ads as regular business expense for rate making purposes.

The last chance of settling the issue without court review evaporated when FPC rejected a petition for reconsideration of a decision which said the expense of ads on controversial subjects which utilities sponsored through Electric Companies Advertising Program (ECAP) must be segregated from other advertising in the accounts which utilities maintain in figuring rates (AA, Aug. 22, Sept. 19). ECAP ads are placed by N. W. Ayer & Son.

FPC's ruling in August was the culmination of more than two years of argument. The commission in its decision contended that the ads represent "lobbying," and that this kind of expense should be specifically identified.

■ In an effort to get reconsideration, the utilities protested last month that FPC acted arbitrarily. They contended they were never given an opportunity to show that anti-public power ads have a reasonable purpose, since they are designed to combat government competition and to protect investors and employes.

In rejecting the appeal for reconsideration, FPC said the petition set forth no new facts or principles of law.

At least 75 attorneys are representing the 63 utilities contributing to the ECAP fund. They have 60 days to seek court review. Currently they are deciding which companies will appeal, and which courts to appeal in. #

N.C. Broadcasters Elect Floyd Fletcher President

Floyd Fletcher, WTVD-TV, Durham, was elected president of the North Carolina Assn. of Broadcasters, succeeding Robert R. Hilker, WCGS, Belmont, at its convention in Asheville.

Richard Dunlea Jr., WFMD, Wilmington, was named vp for radio, and Earl Gluch, WSOC-TV, Charlotte, vp for tv. Cecil Hoskins, WWNC, Asheville, was reelected secretary.

Smith Promoted by WJBK-TV

Willard S. (Bill) Smith has been named director of promotion of WJBK-TV, Detroit outlet of Storer Broadcasting Co. He has been with the station five years, first as promotion manager and then in sales. In his new post, he will direct the station's over-all promotion and sales activities.

Schofield to Friend-Reiss

Perry Schofield, formerly creative director of Bozell & Jacobs, has joined Friend-Reiss Advertising, New York, as vp in charge of creative services.

Another Hotel Reservation first for business travellers — from Sheraton

SELF-CONFIRMATION

Now you can travel with a guaranteed hotel confirmation written in your own office the instant you phone for a *RESERVATRON* reservation.

There's *no work* in the way it works:

1. You, your secretary or travel department calls the nearest Sheraton Hotel or Reservation Office.
2. Your reservation is made electronically by seconds-fast *RESERVATRON* and verbally confirmed immediately.
3. At the same time you fill out your own confirmation (on forms supplied by Sheraton) for the hotel reservation you requested. There are fifty-six Sheraton Hotels coast to coast in the U.S.A., in Hawaii, and in Canada.

Self-Confirmation saves time and peace of mind!
Eliminates paper work, costly phone calls and wires!
Speeds service in corporate travel departments.

SHERATON HOTELS
SEND COUPON FOR COMPLETE DETAILS

Self-Confirmation, Sheraton Corporation of America,
470 Atlantic Avenue, Boston 10, Massachusetts
I am interested in knowing more about Sheraton's unique SELF-CONFIRMATION Plan:
Name ....
Title ....
Company Name ....
Company Address ....
City .... *Zone* .... *State* ....

SHERATON HOTELS

For Reservations by the new 4-Second Reservatron or Direct-Line Teletype call your nearest Sheraton Hotel

EAST
NEW YORK
Park-Sheraton
Sheraton-East (the Ambassador)
Sheraton-Atlantic
Sheraton-Russell
BOSTON
Sheraton-Plaza
WASHINGTON
Sheraton-Carlton
Sheraton-Park
PITTSBURGH
Penn-Sheraton
BALTIMORE
Sheraton-Belvedere
Sheraton-Baltimore Inn
PHILADELPHIA
Sheraton Hotel
PROVIDENCE
Sheraton-Biltmore
SPRINGFIELD, Mass.
Sheraton-Kimball
ALBANY
Sheraton-Ten Eyck
ROCHESTER
Sheraton Hotel
BUFFALO
Sheraton Hotel
SYRACUSE
Sheraton-Syracuse Inn
BINGHAMTON, N. Y.
Sheraton Inn

MIDWEST
CHICAGO
Sheraton-Blackstone
Sheraton Towers
DETROIT
Sheraton-Cadillac
CLEVELAND
Sheraton-Cleveland
CINCINNATI
Sheraton-Gibson
ST. LOUIS
Sheraton-Jefferson
OMAHA
Sheraton-Fontenelle
AKRON
Sheraton Hotel
INDIANAPOLIS
Sheraton-Lincoln
FRENCH LICK, Ind.
French Lick-Sheraton
RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Cataract
CEDAR RAPIDS, Iowa
Sheraton-Montrose

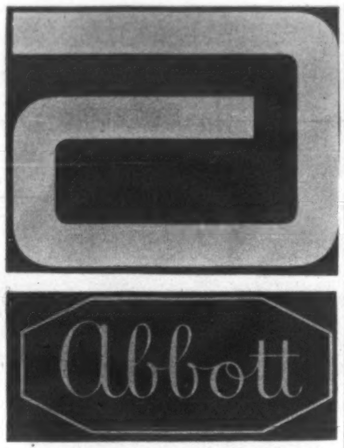
SOUTH
LOUISVILLE
Sheraton Hotel
The Watterson
DALLAS
Sheraton-Dallas
NEW ORLEANS
Sheraton-Charles
MOBILE, Alabama
Sheraton-Battle House

WEST
SAN FRANCISCO
Sheraton-Palace
LOS ANGELES
Sheraton-West
PASADENA
Huntington-Sheraton
PORTLAND, Oregon
Sheraton-Portland Hotel

HAWAII
HONOLULU
Royal Hawaiian
Royal Manor
Princess Kaiulani
Moana
SurfRider

CANADA
MONTREAL
Sheraton-Mt. Royal
The Laurentien
TORONTO
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught

OVERSEAS
ISRAEL
TEL AVIV
Sheraton-Tel Aviv
opens March, 1961



NEW & OLD—*Shown above is Abbott Laboratories' redesigned trademark. Below is the old symbol.*

Abbott Labs Shows New 'Face' in Ad Symbol, Trademark

NEW YORK, Oct. 25—Abbott Laboratories, North Chicago, Ill., presented a completely remade—and "stronger" corporate face at a press exhibit here last week and hoped that the world would also find it more pleasing.

Climaxing a "new look" program first announced in the winter of 1958, the company showed a complete spectrum of visual materials with basic design changes, intended to give "consistency without uniformity."

Abbott frankly declared that the corporate identity program grew out of a "chaotic" situation in its graphic design, which had resulted in a "hodgepodge" image.

■ Every form of visual communication is being affected by the sweeping changeover, based on an abstract "a" as the trademark. The redesign operation is under the direction of George Nelson & Co., New York, graphic, architectural, interior and product designers, cooperating with Abbott's Charles S. Downs, vp in charge of advertising and pr; William Pratt, advertising manager; and Charles Walz, art director.

"What's New," the Abbott house organ, pointed up the need for a new trademark; when Abbott found that 66% of the elaborate publication's readers could not name the company behind it, some of the doctors even giving credit to competitors.

"We hope to keep the new look constantly new and up to date through planned evolutionary change, so that revolutionary change will never again become necessary," Mr. Downs said.

■ In addition to the new trademark, the new look is reflected in the design of Abbott's direct mail and journal advertising and throughout its packaging, stationery, and company publications.

About eight years will elapse before the new look in packaging—with an offbeat color spectrum—will entirely take over. Old package inventories must first be exhausted, Mr. Downs explained. #

Jud D. Davis Joins Cabot

Jud D. Davis, San Antonio, tv writer-producer, has been appointed radio and tv director of Harold Cabot & Co., Boston. He was affiliated with KENS-TV and KONO-TV in San Antonio for six years.

Packard Adds 3; Names Davies

Jack Packard Advertising, Glendale, Cal., has added three accounts: Terry Coach Industries, El Monte, maker of travel trailers and campers; United Tent & Supply Co., Los Angeles; and R. A. MacDonald Co., Torrance, producer of laminate installations for furniture manufacturing industries. Eloise T. Davies has joined Packard as media director. She held a similar post with Martin R. Klitten Co. for the past nine years.

Ogilvy Appoints Five

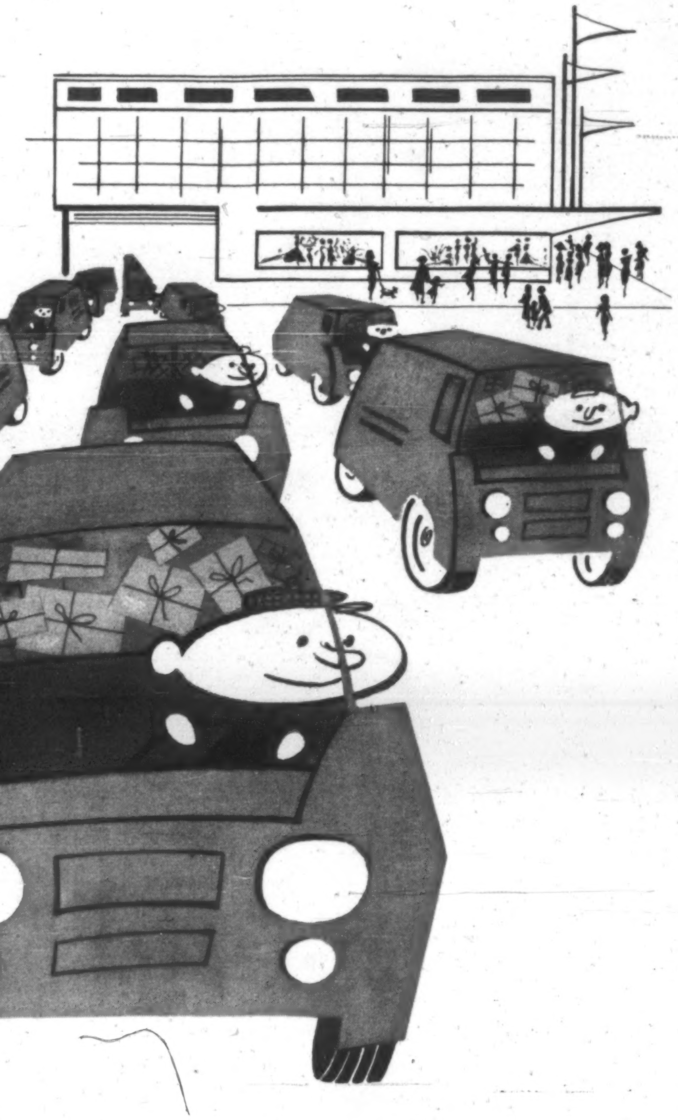
Raymond Brophy, formerly with Colgate-Palmolive Co., has joined Ogilvy, Benson & Mather, New York, as a market research group head. Jack Hill, formerly with N. W. Ayer & Son, and Stephen Salonites, formerly with Television Personal Interviews, have joined OBM as media research supervisors. Ken Shaw, formerly with J. Walter Thompson Co., has joined Ogilvy, Benson as a senior producer in the broadcast department. Radford Stone, formerly with NBC, has joined OBM as a broadcast supervisor.

Henderson Moves Offices

Scott Henderson Advertising, Tucson, has moved to new offices at 522 N. Tucson Blvd.

POPAI Exhibit Nov. 1-2-3
New York

FIRST in America
in Department Store
*ADVERTISING**



6TH in America in total Advertising

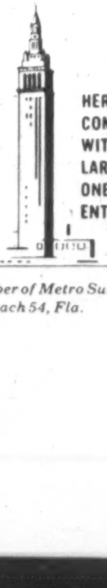
Cleveland Plain Dealer

RETAIL SALES IN CLEVELAND AND ADJACENT COUNTIES

COMMODITY	CLEVELAND CUYAHOGA COUNTY (000)	26 ADJACENT COUNTIES (000)	TOTAL (000)
Total Retail Sales	$2,347,689	$1,977,224	$4,324,913
Retail Food	581,935	498,319	1,080,254
Retail Drug	92,487	59,441	151,928
Automotive	357,776	368,264	726,040
Gas Stations	144,966	161,669	306,635
Furniture, Hsld. Appliances	121,723	86,025	207,748

(Source, Sales Management Survey of Buying Power, May 10, 1960)

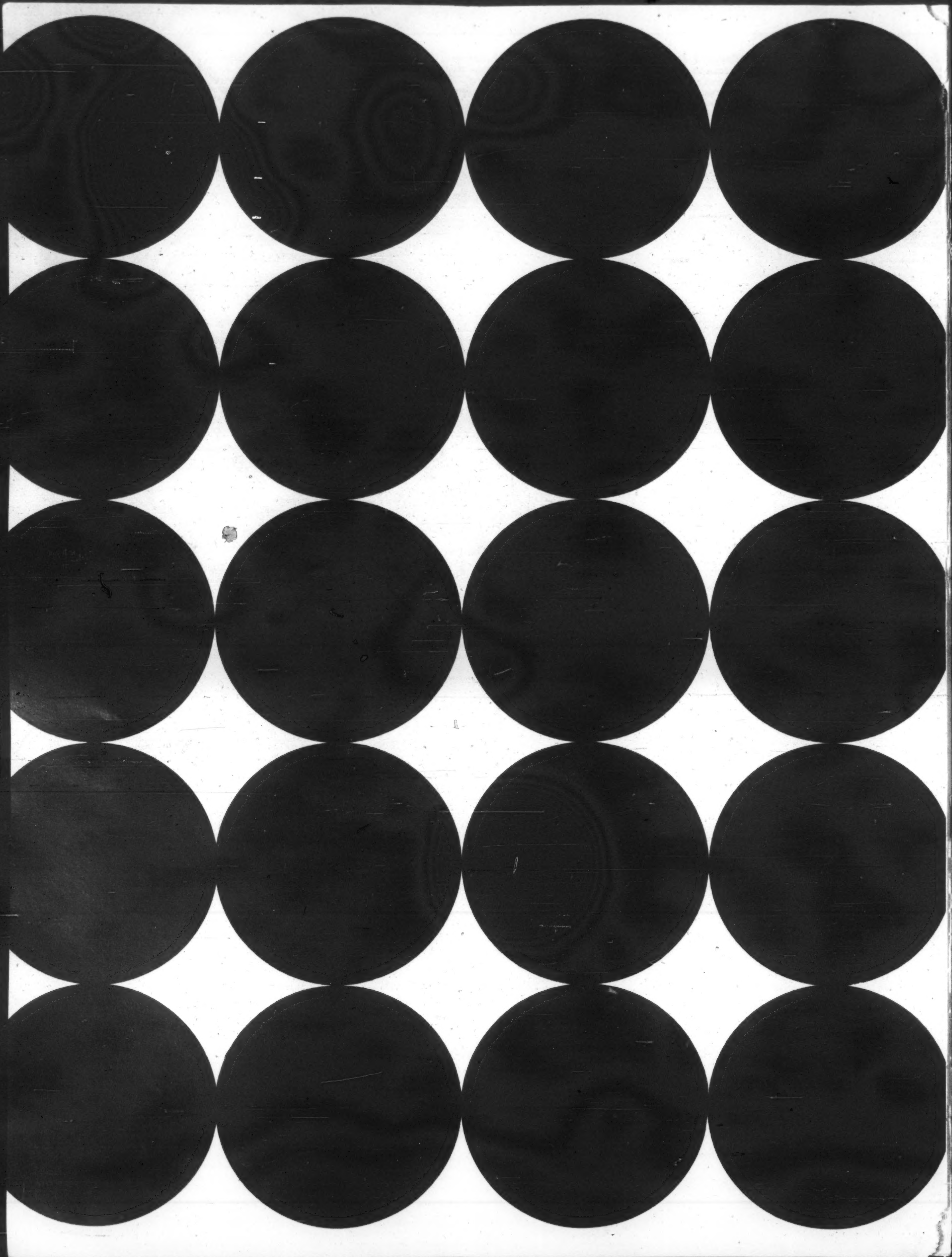
Akron, Canton and Youngstown Counties are not included in above sales

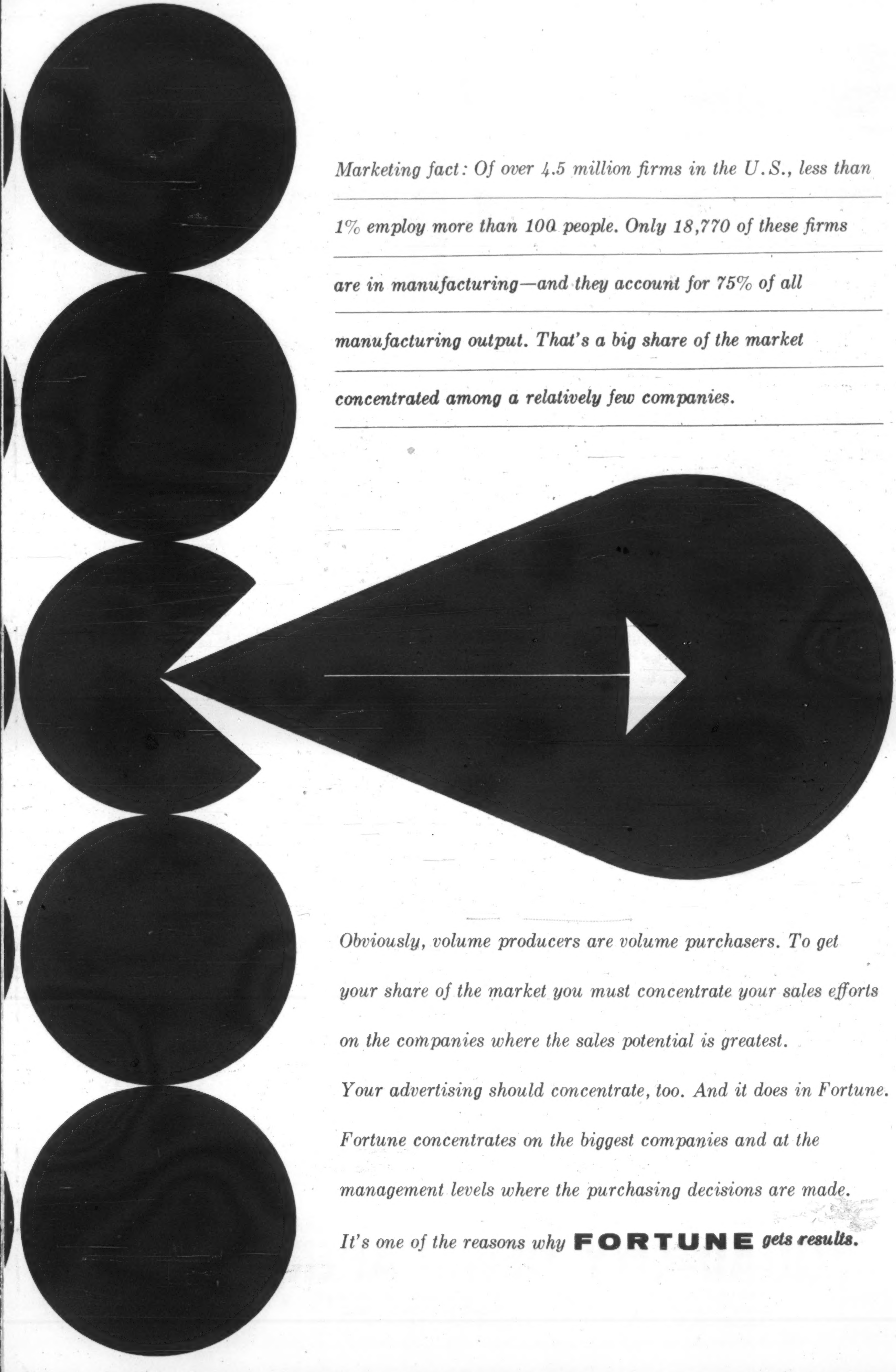


HERE IS THE
COMPACT MARKET
WITH RETAIL SALES
LARGER THAN ANY
ONE OF 35
ENTIRE STATES

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network. Eastern Resort, Travel Representative: The Kennedy Co., 420 Lexington Ave., N. Y. • 9801 Collins Ave., Miami Beach 54, Fla.

**Source, Media Records*





Marketing fact: Of over 4.5 million firms in the U.S., less than 1% employ more than 100 people. Only 18,770 of these firms are in manufacturing—and they account for 75% of all manufacturing output. That's a big share of the market concentrated among a relatively few companies.

Obviously, volume producers are volume purchasers. To get your share of the market you must concentrate your sales efforts on the companies where the sales potential is greatest.

Your advertising should concentrate, too. And it does in Fortune.

Fortune concentrates on the biggest companies and at the management levels where the purchasing decisions are made.

It's one of the reasons why **FORTUNE** ***gets results.***

CONVERSATION PIECES FOR PRODUCTION PEOPLE

#4

Unpleasant pattern (checkerboard) which frequently shows up in wet printing 4-color process reproduction of certain orange, green and brown hues, is a phenomenon resulting from an incompatible screen angle used for the weakest color (yellow).*

Edition printing on a hard finished stock coupled with rapid heat-set drying of inks completes the cycle that brings about this irritating condition.

The modern photoengraver of experience and wisdom can do much to reduce pattern and in most cases eliminate it entirely.

*Color process reproduction was founded by the photoengraving industry which pioneered it in yellow, red and blue only. The screen angles were spaced at an even and ideal 30° apart. The introduction of black as the fourth "color" necessitated using a 15° split for the yellow, commonly and rightfully referred to as the bastard angle.

HM

HUTCHINGS & MELVILLE, Inc.
Custom Photoengravers
4043 North Ravenswood Avenue, Chicago 13, Illinois

Expert pre-correction in correlation with powderless etching of copper originals

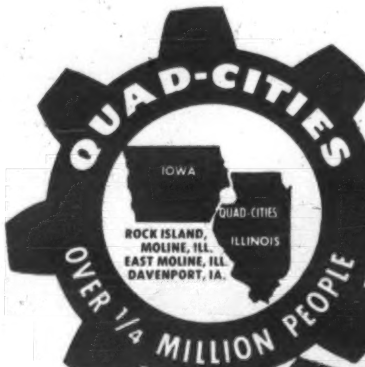
Campbell Soup to Introduce New Mushroom Gravy

Campbell Soup Co., Camden, N.J., will introduce a new canned mushroom gravy in its Franco-American line, with r.o.p. ads in newspapers in 16 markets, beginning Dec. 1. Ads in the First 3 Markets Group are scheduled for late January and color page ads in *Good Housekeeping* are slated to begin in February.

As a special introductory offer, Campbell will refund the total purchase price to consumers sending in a label from a can of the mushroom gravy and a can of chicken gravy. The offer, limited to one refund per family, will expire Dec. 15.

Haughey Joins Thompson

Davie H. Haughey has joined J. Walter Thompson Co., Chicago, as associate media director of the media department. Mr. Haughey was formerly assistant media director-broadcast of D'Arcy Advertising Co., Chicago.



THE NATION'S 57th INDUSTRIAL MARKET*

*according to Dun's Review, July 1960

RANKS No. 2 IN IOWA-ILLINOIS*

*only Chicago is larger

The Quad-Cities is one of the "top 100" important industrial production centers in the U. S.

Data recently compiled by the analysts of Dun's Review reveal that the Quad-City area ranks 57th in size by the accepted standard of value added by manufacture. Over 500 firms contribute to this volume.

The Quad-Cities have continued to grow in industrial production; in population; and in importance to marketers of both industrial and consumer products. In the states of Iowa and Illinois, only Chicago out ranks the Quad-Cities in relative economic importance in this two-state area. This is a recommendation certainly worthy of your consideration in marketing plans.

THE COMPLETE COVERAGE MEDIUM OF THE MARKET

QUAD-CITY NEWSPAPERS

MOLINE DISPATCH
ROCK ISLAND ARGUS
Represented by Allen-Klapp

DAVENPORT MORNING DEMOCRAT
DAVENPORT EVENING TIMES
Represented by Jann & Kelley, Inc.

New Butane Lighter Company Formed by Paul G. Garrity

NEW YORK, Oct. 25—Paul G. Garrity, who recently resigned as vp of marketing for Landers, Frary & Clark, has set up his own corporation, Bentley Lighter Corp., for the manufacture and distribution of butane cigaret lighters.

- This marks Mr. Garrity's reentry into the lighter field since he was vp of sales at Schick Inc. when Schick introduced its butane lighter three years ago. In fact, the Bentley Butane will be "exactly the same lighter that proved so successful at Schick," according to Mr. Garrity.

When Schick was acquired by Revlon Inc. last year, the Butane lighter business was dropped during the resulting throes of management changes. Mr. Garrity now has secured the exclusive rights for manufacture and distribution of the lighter in North America.

- Phillip M. Bottfeld Inc. has been appointed to handle advertising and public relations, renewing an agency-client relationship that extends back to the days when Mr. Garrity was with Schick and Mr. Bottfeld was with Benton & Bowles, the Schick agency. Mr. Bottfeld opened his shop about two years ago.

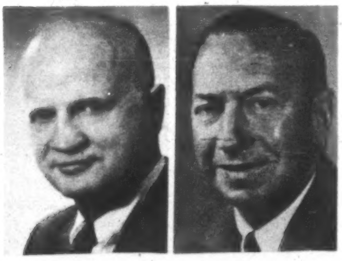
Merchandising plans and pricing will be announced shortly.

Offices and showroom will be at 15 W. 38th St., New York. #

Y&R Names McKelvey Senior VP, Standart Detroit Head

Randolph T. McKelvey, vp in charge of the Detroit office of Young & Rubicam, has been appointed a senior vp of the agency and will transfer to its central office in New York, where he will take over supervisory duties on a number of accounts. Named to replace Mr. McKelvey as head of Young & Rubicam's Detroit operations is Joseph G. Standart Jr., a vp and supervisor.

Mr. McKelvey joined Young & Rubicam in 1944. He was appointed vp and account supervisor in Detroit in 1955 and head of the office in 1959. Mr. Standart headed his own merchandising organization in Detroit, Standart Associates, for several years before joining Young & Rubicam in 1958.



Randolph McKelvey   Joseph Standart Jr.

Smirnoff Vodka Ads Up 25%

Heublein Inc. has boosted its 1960-61 ad budget for Smirnoff vodka to $4,000,000, a 25% increase over last year's budget. The company said the appropriation will be divided evenly between magazines and newspapers. Lawrence C. Gumbinner Advertising Agency handles the account.

WCUB, Manitowoc, Sold

WCUB, Manitowoc, Wis., has been sold by Business Management Inc., Milwaukee, to Eastern Wisconsin Broadcasting Co. Jack Severson, Eastern Wisconsin's principal stockholder and radio and tv director of Mathisson Associates, Milwaukee agency, will manage the radio station.

The media man's puzzle:

HOW DO YOU MEASURE A ONE-OF-A-KIND MEDIUM?

Do you compare it with magazines? With newspapers? Trade papers?

No matter how diligently you apply these *other-media* standards to The Wall Street Journal, you're still left with a feeling that this unique medium has even more power and values—ones you just can't conveniently classify relative to others.

So, you put standard media comparisons to one side for the moment, and start analyzing the advertiser's prospective customers.

And you discover that the kind of people the business advertiser wants most to reach have definitely decided what kind of publication they favor most.

You study repeated research, and learn that publication is The Wall Street Journal. You check into advertising results, and you learn The Journal produces most response. You track down conversions to sales, and you find The Wall Street Journal leads in this, too.

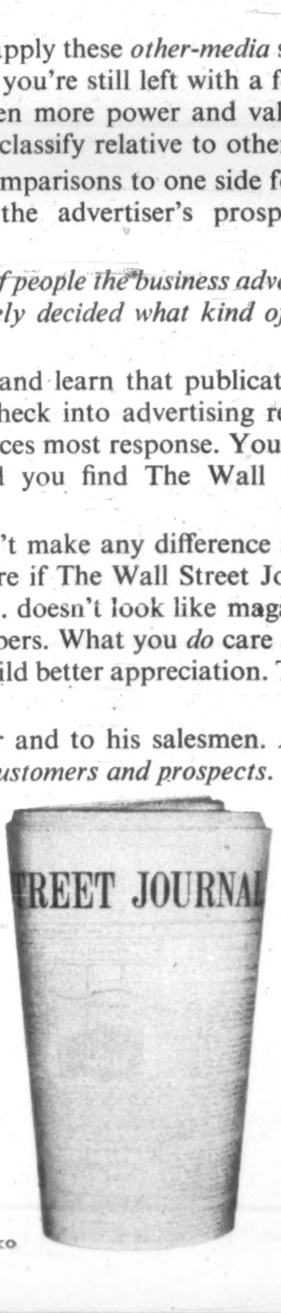
Therefore, you decide it doesn't make any difference about your filing system. You don't care if The Wall Street Journal isn't like standard newspapers . . . doesn't look like magazines . . . doesn't publish like trade papers. What you *do* care about is how to make more sales and build better appreciation. That's what the client *really* needs.

So you talk to your advertiser and to his salesmen. *Above all, you talk to many of his best customers and prospects.*

You find these key folks may not know an agate line from a silhouette halftone, but from them you learn one real basic: *They do need business information every day!*

. . . Because, every business day, the news that changes business, changes!

And The Wall Street Journal is the Only National Business Daily!



Published at:
New York, Washington, D.C., and Chicopee Falls, Mass. • Chicago and Cleveland • Dallas • San Francisco

Ad Theme Must Get to Point of Sale for Efficiency: Whelen

CHICAGO, Oct. 25—There is no magic in advertising unless it carries through to the point of sale.

There are few more important uses of good art and good copy, and an agency's best creative talent, than in the area of developing imaginative, but sound and practical merchandising and promotional programs.

That's precisely the way to make sure that clients get full value from their investments in print and electronic media.

These are points made by Peter H. Whelen, director of merchandising and sales promotion, F. H. Hayhurst Co., Toronto, in his article, "How One Agency Approaches Advertising and Sales Promotion," in the November issue of *Advertising Requirements.*

■ According to Mr. Whelen, these are the first steps his agency took to transform its beliefs into results for clients:

- It established a separate merchandising and sales promotion department to provide its clients with qualified "collateral advertising" direction and advice.
- It channeled its efforts from the very first day to "sell" the new service, not only to clients but also to its own executives.
- It made in reality—mechandising and sales promotion integral parts of the total marketing picture.

In *Advertising Requirements*, Mr. Whelen outlines how the Hayhurst agency obtained results for clients like Philco and Canadian Canners, a division of California Packers.

"Every campaign starts with the media advertising, but once the copy platform and the art treatment have been established by the creative group, the merchandising and sales promotion department analyzes the approach and develops recommendations for a completely integrated marketing program," Mr. Whelen writes.

The theme established for national advertising is carried through in dealer advertising, store and window displays, mailing pieces, premiums, price cards and even in convention and sales meeting presentations.

■ Under the Hayhurst setup, the merchandising and sales promotion department is responsible for point of purchase store displays, window displays, incentive programs, sales literature and direct mail, dealer promotions, premiums, coupon plans, sales conferences and conventions, exhibits, audio-visual programs, training aids, signs, pricing, packaging, tie-in programs and "deals."

"No program is complete unless the all-important ingredient, 'enthusiasm,' is generated among the sales force in the field," writes Mr. Whelen, whose department topped off its Philco campaign by coordinating a national sales convention in Toronto, attended by all distributors, from coast to coast.

The Aylmer "Can-Can Carnival," promoting the brand of Canadian Packers, involved Hayhurst in a massive operation reaching all the grocery stores in Canada. It came up with a program that was readily acceptable to the "Mom-and-Pop" store and the giant corporate supermarket, in English as well as in French-speaking areas. #

Meyst Named Club President

Gardner Meyst, president of Gardner Meyst Studio, has been elected president of the Art Directors Club of Milwaukee. Other officers are Ralph Cavan, Klau-Van Pietersom-Dunlap, vp; Glen Sontag, Milprint, treasurer; and Allen P. Zoellick, Hoffman, York, Paulson & Gerlach, secretary.

Chemagro Promotes James

W. Scott James has been named director of advertising of Chemagro Corp., Kansas City, manufacturer of agricultural chemicals. He was formerly eastern region sales manager and also served as advertising manager.

Professional distribution is indicated for any business film that is produced for general public audiences.

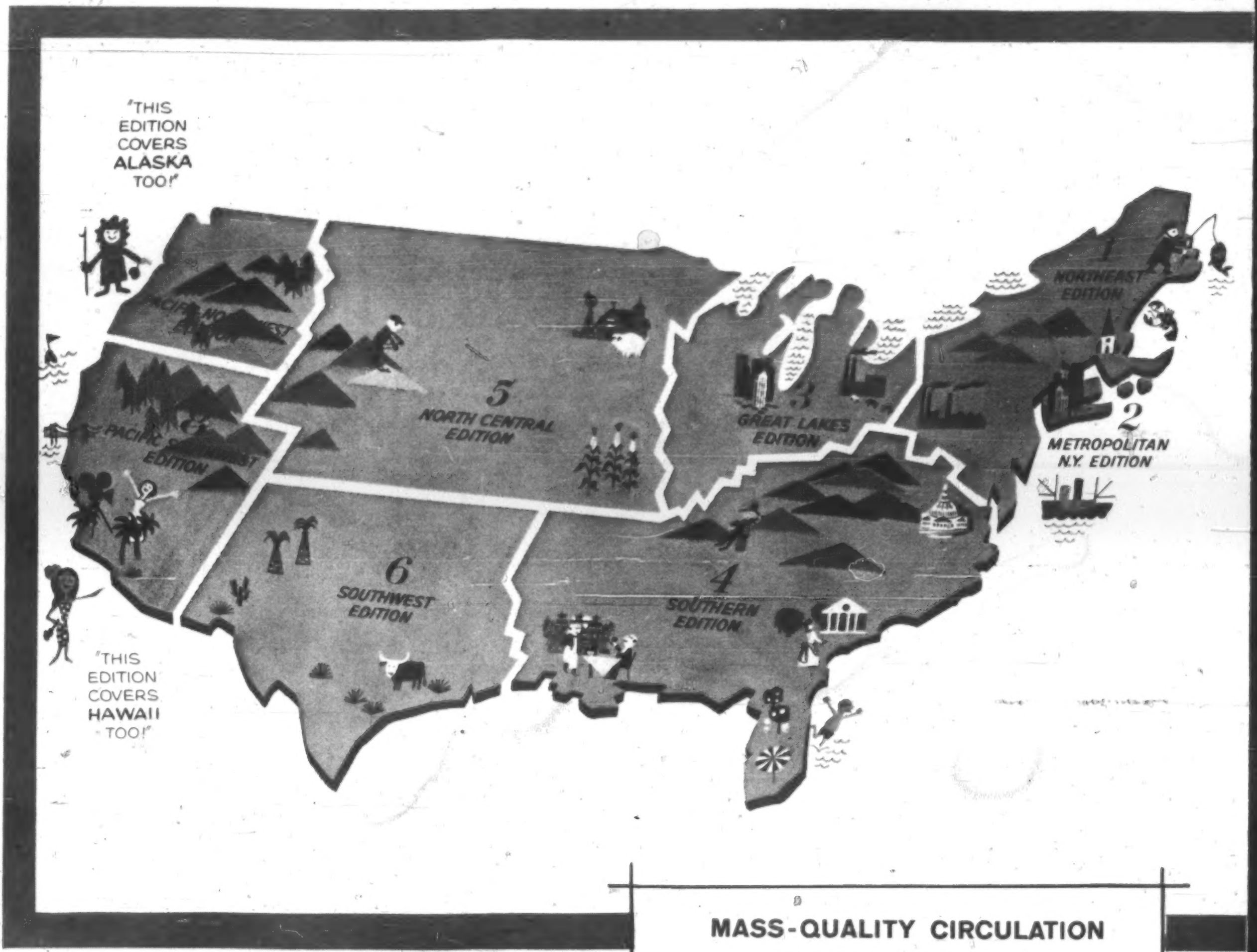
The professional distributor, Modern Talking Picture Service, is in business because it serves both sponsor and audience—and serves them well.

Why don't you find out what professional distribution of your business film can do for you. Ask

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

Now Reader's Digest


"THIS EDITION COVERS ALASKA TOO!"
PACIFIC NORTHWEST EDITION
PACIFIC SOUTHWEST EDITION
5 NORTH CENTRAL EDITION
3 GREAT LAKES EDITION
1 NORTHEAST EDITION
2 METROPOLITAN N.Y. EDITION
6 SOUTHWEST EDITION
4 SOUTHERN EDITION
"THIS EDITION COVERS HAWAII TOO!"

National advertisers can match the Digest's regional editions to their own regional needs . . . support introductions of new products . . . time advertising according to seasonal differences across the country . . . test different advertising copy.

Regional advertisers can now appear in America's best-selling magazine . . . and benefit from the Digest's national prestige—plus quality color reproduction, merchandising and low rates.

MASS-QUALITY CIRCULATION
. . . AT LOW DIGEST RATES

Edition	Circulation Rate Base	Cost per 1000*
Pacific Northwest	485,000	$4.54
Pacific Southwest	1,515,000	$4.29
North Central	1,250,000	$5.12
Southwest	725,000	$5.10
Great Lakes	2,275,000	$3.90
Southern	1,675,000	$4.63
Northeast	2,100,000	$3.93
Metropolitan N. Y.	1,000,000	$5.00

*Page, black-and-white, or 2-color.

Storer Reports Earnings Drop; Sale of WWVA

Storer Broadcasting Co., Miami, announced net earnings for the third quarter of 1960 at $733,072, down from the $865,719 reported for the comparable quarter of 1959. Earnings for the first nine months of 1960 were $3,554,011, slightly below the $3,580,268 for the first three-quarters of 1959. The 1959 figure includes a capital gain of $581,853 from the sale of a radio station.

Storer announced that it has concluded an agreement to sell WWVA, Wheeling, W. Va., to advertising executives Ira Herbert, Milton Biow, and Emil Mogul for $1,300,000. Storer was required to divest itself of one radio station to conform with the Federal Communications Commission's numerical limitation rule restricting radio station ownership to seven. This will clear the way for Storer's purchase of WINS, New York; the company having exercised its option to buy the station for $10,000,000 (AA, Aug. 8, 1960). Both deals are subject to FCC approval.

Quaker City Launches TV Spot Drive for Candy

Quaker City Chocolate & Confectionery Co., Philadelphia, has launched a fall tv spot campaign, the "heaviest sales drive in its history." Spots will be carried on 20 tv stations throughout the country for individual Good and Plenty packages as well as the family size and the "six-pack."

"Choo-Choo Charlie," a smiling moppet whose two interests are railroading and Good and Plenty candy, sings a new commercial to the tune of "Casey Jones." Adrian Bauer & Alan Tripp, Philadelphia, is the agency.

World Motors, Chicago, to Garfield-Linn & Co.

Garfield-Linn & Co., Chicago, has been appointed advertising-marketing agency for World Motors, six-month-old foreign automobile dealership, said to have shown "unusual" growth figures attributed to its unique "department store method" of selling its seven lines of cars.

A media program now being planned includes newspapers, radio and direct mail. If the company proceeds with its plans to assume exclusive distributorships for certain foreign car lines, the agency will propose advertising in quality magazines, ADVERTISING AGE has learned.

Brown to American-Standard

John W. Brown Jr., formerly administrator of market research with Radio Corp. of America, New York, has been named manager of marketing research with the plumbing and heating division of American-Standard, a division of American Radiator & Standard Sanitary Corp., New York. He succeeds Robert W. Clapperton, recently named manager of cost and profit analysis.

offers 8 regional editions

...with a total circulation 81% to 105% greater than the other leading general magazines

...at about half the cost per 1000

Starting with the January issue of Reader's Digest, your regional advertising can do *more selling per dollar*. Your message can appear in the world's most widely read magazine, where most of America's best-selling brands are seen . . . and benefit from quality color reproduction, imaginative merchandising, low regional rates.

The Digest's eight regional editions give your company these unique advantages . . .

Deeper penetration. The Digest's total circulation is 81% greater than that of *Life;* 101% more than the *Post*, 105% more than *Look*. The Digest lets you reach—at one stroke—about a fourth of all the families in any region, greater coverage than you get in many prestige newspapers.

Selective, quality coverage. The higher the income, the higher the Digest's coverage. You can reach about *half of your best prospects in any region —the upper-income families.*

New economy for your advertising. In the Digest, you can reach many more people at lower cost than in any other general magazine. For example, a four-color page in the National Edition of the Digest costs only $3.54 per thousand circulation; in Life, $7.02; in the Post, $6.81; and in Look, $6.64. You can get comparable savings in the Digest's eight regional editions. And, if you advertise consistently—six pages or more in a year—the cost of using Reader's Digest is even lower, because of new frequency discounts.

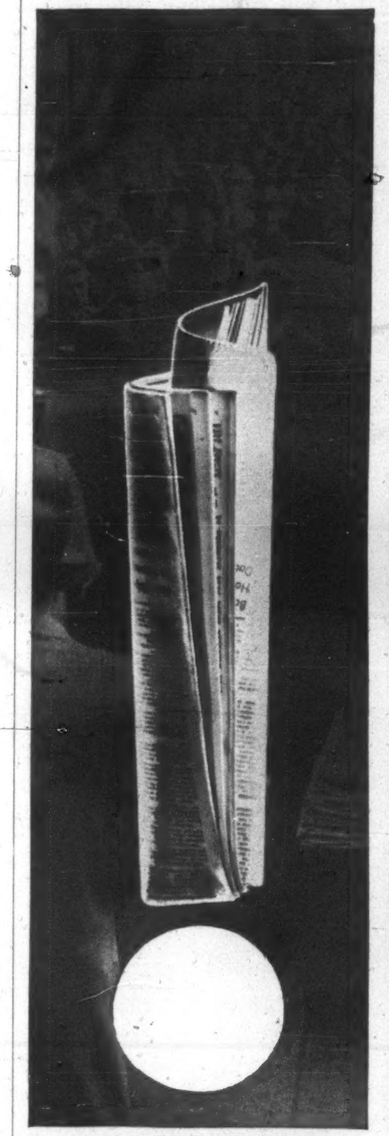
Greater flexibility. You can advertise in *any* issue of *any* edition. Use one regional edition or any combination. You can earn extra discounts—4% to 16%—by using more than one edition, even with copy changes. And your advertisement will always run opposite or adjacent to editorial matter.

Free split runs and bleed. In any regional edition, you can have a 50-50 split run *free*. Here is a really low-cost way to make a valid, large-scale copy test. And you can use two-color or bleed at no extra charge, four-color at only 14% more than black-and-white.

Extra chances to sell. The average Digest reader, according to Politz research, will look at your advertisement 1.7 times. With readers looking at it more often . . . and with more readers to begin with . . . you get almost *twice* as many chances to sell in your coverage area as you would get with any other general magazine. And, unlike a TV commercial, the Digest provides *repeat* exposures without your paying to repeat your advertisement.

People have faith in Reader's Digest

Almost twice the circulation of any other general magazine at about half the cost per 1000



234,333

YOU CAN'T IGNORE

. . . or else you'll miss the many potential customers from the metropolitan area alone who read The Detroit Times, and your ads, exclusively (130,889 more than Detroit's morning paper*). Another fact you can't ignore: 83% of Times metropolitan-area readers get home delivery. To talk to Detroit, pay heed to the Times.

*Detroit News 5th Quinquennial Survey

KEEP YOUR EYE ON THE TIMES

Detroit Times

Represented nationally by
HEARST ADVERTISING SERVICE INC.

Eisaman, Johns Adds Two

Eisaman, Johns & Laws, Los Angeles, has been named to handle advertising for the new King County Chevrolet Dealers Assn., comprised of 15 dealers in the Seattle area. A budget of $125,000 will be used for campaigns in radio, newspapers and tv. The agency has handled the Southern California Chevrolet Dealers for the past six years. The Los Angeles Motor Car Dealers Assn. also has named Eisaman, Johns to handle advertising for the 38th Los Angeles International Auto Show to be held Nov. 11-20.

Appliance Service is big Business

For facts about this fast growing industry ask for your copy of Market File "A".

ELECTRIC APPLIANCE Service News

505 N. LaSalle St., Chicago 10, Ill.

Speer Names Dalton VP

Speer Advertising Agency, Los Angeles, has appointed Fred L. Dalton a vp. Mr. Dalton has been art director of the agency for the past six years.

Glenmore Gin... and friends
Glenmore GIN
IMPORTED QUALITY
DOMESTIC PRICE

CONVINCING TEST—*Glenmore Distillers Co., Louisville, reports that its outdoor ad campaign in three test markets last August was so successful that it will be extended to many more markets next summer. D'Arcy Advertising is the agency.*

During the Spanish-American war, it was vitally important that President McKinley dispatch a message to Garcia, the Cuban revolutionist. Today, 61 years later, it's still a mystery how the American courier, traveling on foot through hostile, unknown country, delivered the message. There's no mystery about the way Balaban stations get your message through. Alert, lively programming and interesting personalities make Balaban the message-bringer of 1960. The word on your product or your service gets through to prospective buyers and sells consistently day after day, week after week with the Balaban stations .... couriers par excellence.

A MESSAGE TO GARCIA

THE BALABAN STATIONS *in tempo with the times*

JOHN F. BOX, Jr., Managing Director

WIL-ST. LOUIS WRIT-MILWAUKEE / KBOX-DALLAS

Sold Nationally by Robert E. Eastman & Co., Inc. / Sold Nationally by the Katz Agency

FTC Cites 2 Vitamin Marketers; Says They Overstated Benefits

WASHINGTON, Oct. 25—The Federal Trade Commission plunged into the vitamin advertising field last week with complaints charging that two manufacturers of vitamin products promise health benefits that their products can't produce.

The complaints, against Lanolin Plus, maker of Rybutol, and Approved Formulas Inc., maker of Staminar, Stress & Strain and Revitalin, charged that the products led the public to believe regular usage of vitamin products could provide relief from a long list of symptoms and ailments.

FTC's main contention is that the vitamin ads don't reveal that in the majority of persons experiencing such discomforts as tiredness or lack of energy, the symptoms are not caused by a lack of any of the nutriments in the vitamin products.

■ The complaint specified that Rybutol will not be of benefit in the treatment of tiredness, loss of a sense of happiness, and appearing and feeling older than one should except in the small number of people who lack the nutrients provided by Rybutol.

The maker of Revitalin, Staminar, and Stress & Strain was cited on similar grounds. The FTC complaint charged that the drug products were of no benefit to the majority of people for such ailments as worry and susceptibility to colds, sensitivity to noise, restless sleep, and nervousness. #

Nielsen Promotes Harden

N. E. Harden has been appointed general manager of the Nielsen Coupon Clearing House, Clinton, Ia., a division of A. C. Nielsen Co., Chicago. Mr. Harden, who has served in various positions at Nielsen Coupon, most recently was acting general manager. He reports that the volume of coupons handled during the year ending Aug. 31 is 45% higher than during the preceding 12-month period.

Harkins to Clarke Brown

Harry Harkins, a former Katz Agency sales representative, has been appointed an account executive in the Atlanta office of Clarke Brown Co., radio and tv representatives.

Yolanda Tini Joins Zubrow

Yolanda R. Tini, formerly with Westinghouse Broadcasting Corp. in Cleveland and Philadelphia, has joined S. E. Zubrow Co., Philadelphia, as a media buyer.

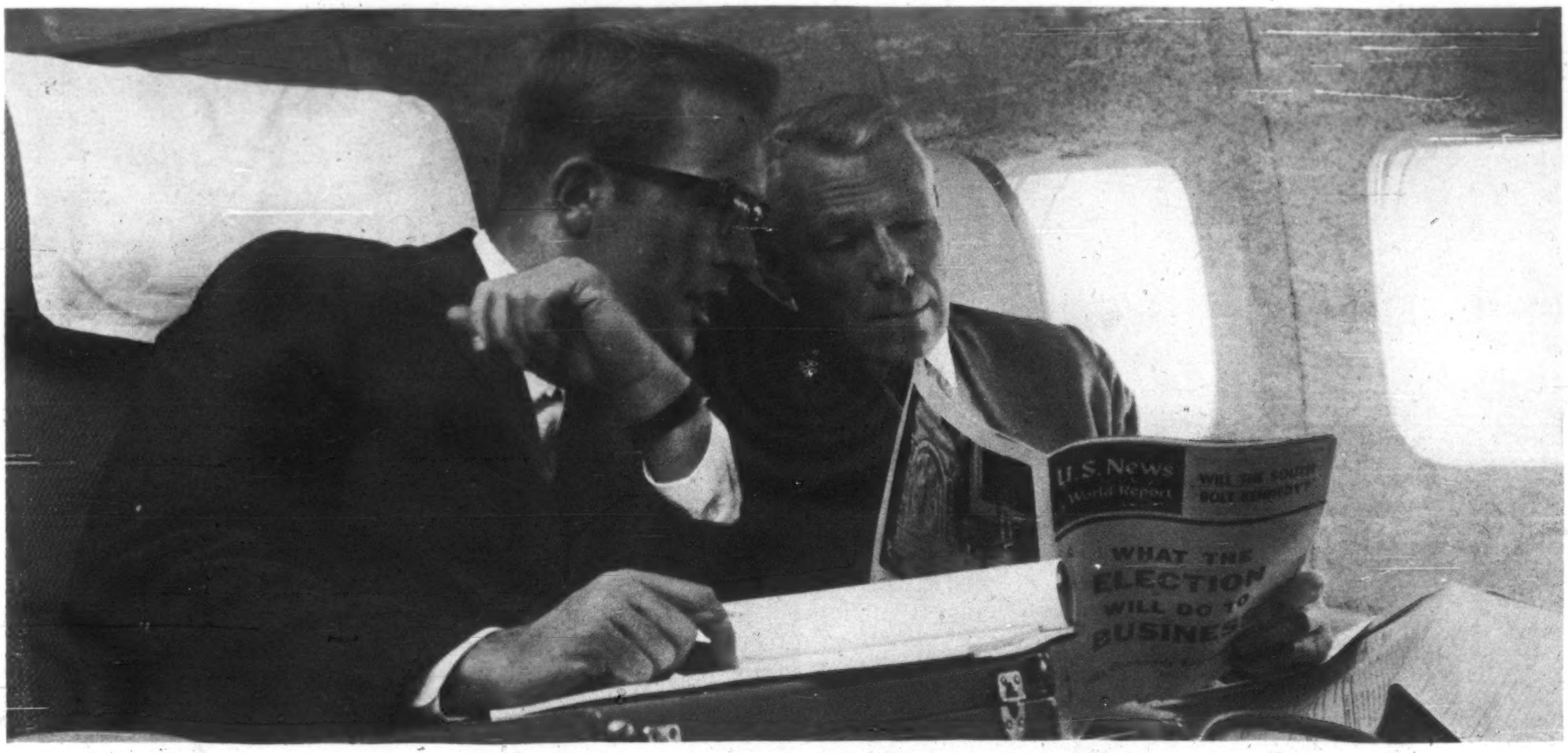
Keyed Coupon Returns

Many food advertisers are taking a new hard look at their newspaper schedules in New York.

Keyed coupon returns in case after case show that the Mirror's returns are far ahead of any one of the three evening papers. Often they are better than two combined.

Make
The Mirror
a MUST!

Measure magazines by their usefulness and you'll agree, here's . . .


U.S. News & World Report
WILL THE SOUTH BOLT KENNEDY?
WHAT THE ELECTION WILL DO TO BUSINESS

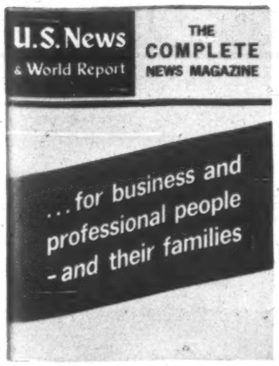
. . . the most important magazine of all

Most people make some use of the news they read.

As individuals grow in importance and responsibility, their use of the news increases. They need the important news, all of it, fast, clear, complete. Only one magazine in America today, "U.S.News & World Report," concentrates all its content on the important news, the urgent news and the full depth of meaning behind this news.

Consequently, "U.S.News & World Report" attracts the busy, important and responsible people who are the prime advertising audience today. *It attracts these important people as naturally and inevitably as a magazine devoted exclusively to gardening attracts those interested in gardening . . . or a magazine devoted exclusively to photography attracts photographers.*

Numerical circulation comparisons have little to do with an intelligent analysis of this kind of audience attraction. And yet, the remarkable thing about "U.S.News & World Report" is the fact that though it concentrates on information rather than entertainment, it now has an audience of more than 1,175,000 who buy and read it every week.


U.S. News & World Report
THE COMPLETE NEWS MAGAZINE
. . . for business and professional people - and their families

By bringing the useful news to the people who spark America's thinking and America's buying, this unique magazine has more than ordinary usefulness for America's advertisers, too. Usefulness is one more reason why more and more national advertisers consider it to be . . .

. . . *the most important magazine of all*

We proudly acknowledge the "Maggie" Award of the Council For Periodical Distributors Associations. "U.S.News & World Report" was judged "most outstanding" during the past year for "most effective coverage of national or international events" among all magazines.

U.S.NEWS & WORLD REPORT

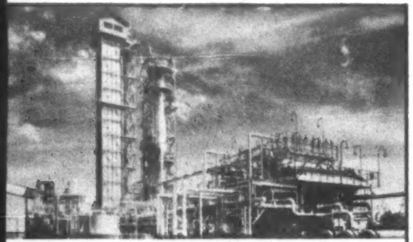
America's Class News Magazine

NOW MORE THAN 1,175,000 NET PAID CIRCULATION

It can arouse, convert, compel, inform, educate, persuade, change, promote, convince, vivify, inspire, motivate . . .

CHEMICAL-WEEK-IN-ACTION! See it at work on the minds of management men in the Chemical Process Industries. Feel its unleashed power to implant ideas, to solve problems. to influence decisions . . . to sell equipment, materials and services.

CHEMICAL WEEK *moves men, money and markets!* Spread here, before your eyes, a modest sampling of the impact of this unique publication on an industry . . . from the pages of the new, excitingly different presentation, "CHEMICAL-WEEK-IN-ACTION." Here is what happens when CHEMICAL WEEK hits the desk of CPI-Management — this week, next week, every week . . .



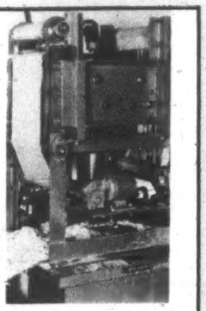
It stimulates the growth of a chemical giant

"CHEMICAL WEEK has contributed to our progress by assisting our personnel on the job, making our position and products known, drawing an accurate picture of our expansion . . . our company has gained immeasureably from your fine reporting job."

It changes the course of a 43-year-old business

"Reading CHEMICAL WEEK, I noticed a small item on a new liquid livestock supplement. I investigated then signed . . . agreement. Today we have two blending plants in New Mexico and one in Texas. CW changed the entire course of our business . . . for the better!"

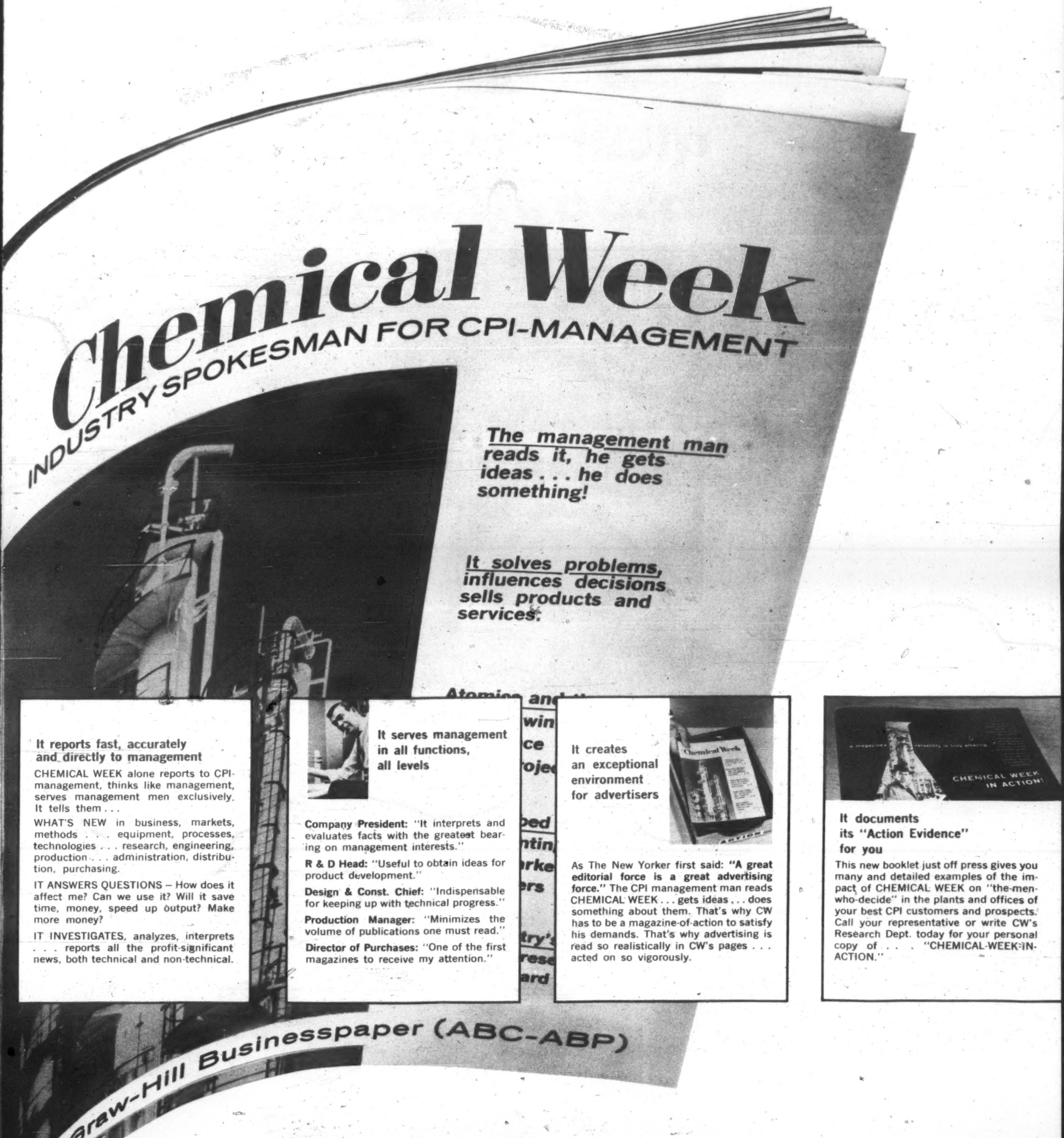
It generates interest in new equipment



"Your current issue covered our new short-cycle filter in great detail . . . accurate, very effectively illustrated . . . it is far too early to judge the full impact . . . because inquiries are still coming in. Your editorial pages are read . . . they produce action!"

It promotes new business around the world

"Mention of our product was made in CHEMICAL WEEK. We immediately started receiving a flood of inquiries from all over the U.S. and many foreign countries . . . and a number have already placed substantial orders. The article . . . has brought our product to the attention of people it would take years to cultivate by direct sales methods."



Chemical Week

INDUSTRY SPOKESMAN FOR CPI-MANAGEMENT

The management man reads it, he gets ideas . . . he does something!

It solves problems, influences decisions sells products and services.

It reports fast, accurately and directly to management

CHEMICAL WEEK alone reports to CPI-management, thinks like management, serves management men exclusively. It tells them . . .

WHAT'S NEW in business, markets, methods . . . equipment, processes, technologies . . . research, engineering, production . . . administration, distribution, purchasing.

IT ANSWERS QUESTIONS – How does it affect me? Can we use it? Will it save time, money, speed up output? Make more money?

IT INVESTIGATES, analyzes, interprets . . . reports all the profit-significant news, both technical and non-technical.

It serves management in all functions, all levels

Company President: "It interprets and evaluates facts with the greatest bearing on management interests."

R & D Head: "Useful to obtain ideas for product development."

Design & Const. Chief: "Indispensable for keeping up with technical progress."

Production Manager: "Minimizes the volume of publications one must read."

Director of Purchases: "One of the first magazines to receive my attention."

It creates an exceptional environment for advertisers

As The New Yorker first said: **"A great editorial force is a great advertising force."** The CPI management man reads CHEMICAL WEEK . . . gets ideas . . . does something about them. That's why CW has to be a magazine-of-action to satisfy his demands. That's why advertising is read so realistically in CW's pages . . . acted on so vigorously.

It documents its "Action Evidence" for you

This new booklet just off press gives you many and detailed examples of the impact of CHEMICAL WEEK on "the-men-who-decide" in the plants and offices of your best CPI customers and prospects. Call your representative or write CW's Research Dept. today for your personal copy of . . . "CHEMICAL-WEEK-IN-ACTION."

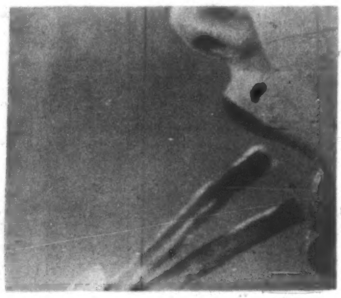
A McGraw-Hill Businesspaper (ABC-ABP)

Dilly Bean Ads Cut Back—Sales Exceed Supplies

Ex-Schoolmarms Tickle Palates with Pickle; Ads Slow to Trickle

New York, Oct 25—Who'd ever think a pickled string bean could cause such a stir?

With so many thousands of new products struggling for consumer acceptance each year, it's an achievement just to survive. But the advertising campaign for Dilly beans (which are crisp green beans pickled in vinegar and dill) created such a demand for the product that the manufacturer has had to discontinue most of its advertising until the supply can catch up with the demand.



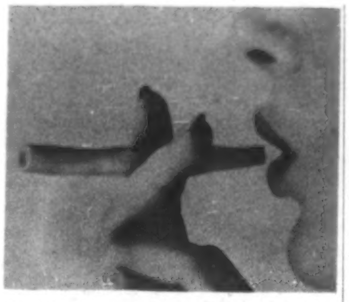
"Is it vulgar to put more than one Dilly bean in your mouth?"

Dilly beans entered the marketing scene in Washington, D. C., early in 1959, but once they were introduced in New York, via radio, television and print, the requests for the beans skyrocketed. Park & Hagna, maker of Dilly beans, dropped its radio ads in Washington in order to fill the New York orders.

Advertising in New York broke early last August on WQXR, as well as on WNBC-TV, WPIX and WNTA-TV. About ten 10-second announcements per week were run on each of the three tv stations. Ads were also carried in the *New York Herald Tribune*, *Village Voice*, a Greenwich Village newspaper, and *The New Yorker* in August and September.

■ The only advertising which Park & Hagna is running at present is on WQXR, where about 20 newscast adjacencies are scheduled weekly. Although all media pulled well, radio was found to be the most effective medium, the agency reports. The company expects to return to WNTA-TV about Nov. 1 with a schedule of new 20-second commercials. About 10 per week will be used.

Much of the credit for the Dilly bean success story belongs to the agency, Papert, Koenig, Lois, which has been promoting the product as the greatest thing since the peanut and the pretzel. Dilly beans are featured as appetizers, ingredients in salads, or as a substitute for the olive in a martini and thus dubbed "dillatini." One of its big selling points is its low calorie content—only 1.5 per bean. (An olive has 7.2 calories.) One print ad said, "Diane Shugrue ate 3,925 Dilly beans last month. She didn't gain an ounce. (Is she tired of Dilly beans!)"



"Break the smoking habit; eat Dilly beans."

■ As the demand for Dilly beans grew, many retail stores began selling the product for as much as 20% above the retail price. Park & Hagna has not been able to control prices, but many of its radio spots have joked about the shortages. One ad on WQXR told listeners, "If your friendly neighborhood grocer doesn't have a jar—knock something off a shelf on the way out." This brought so many calls to the station from irate retailers, however, that the agency consented to stop running the commercial.

Another spot suggests, "If your friendly, neighborly grocer doesn't have Dilly beans—cancel your charge account." Still another rec-

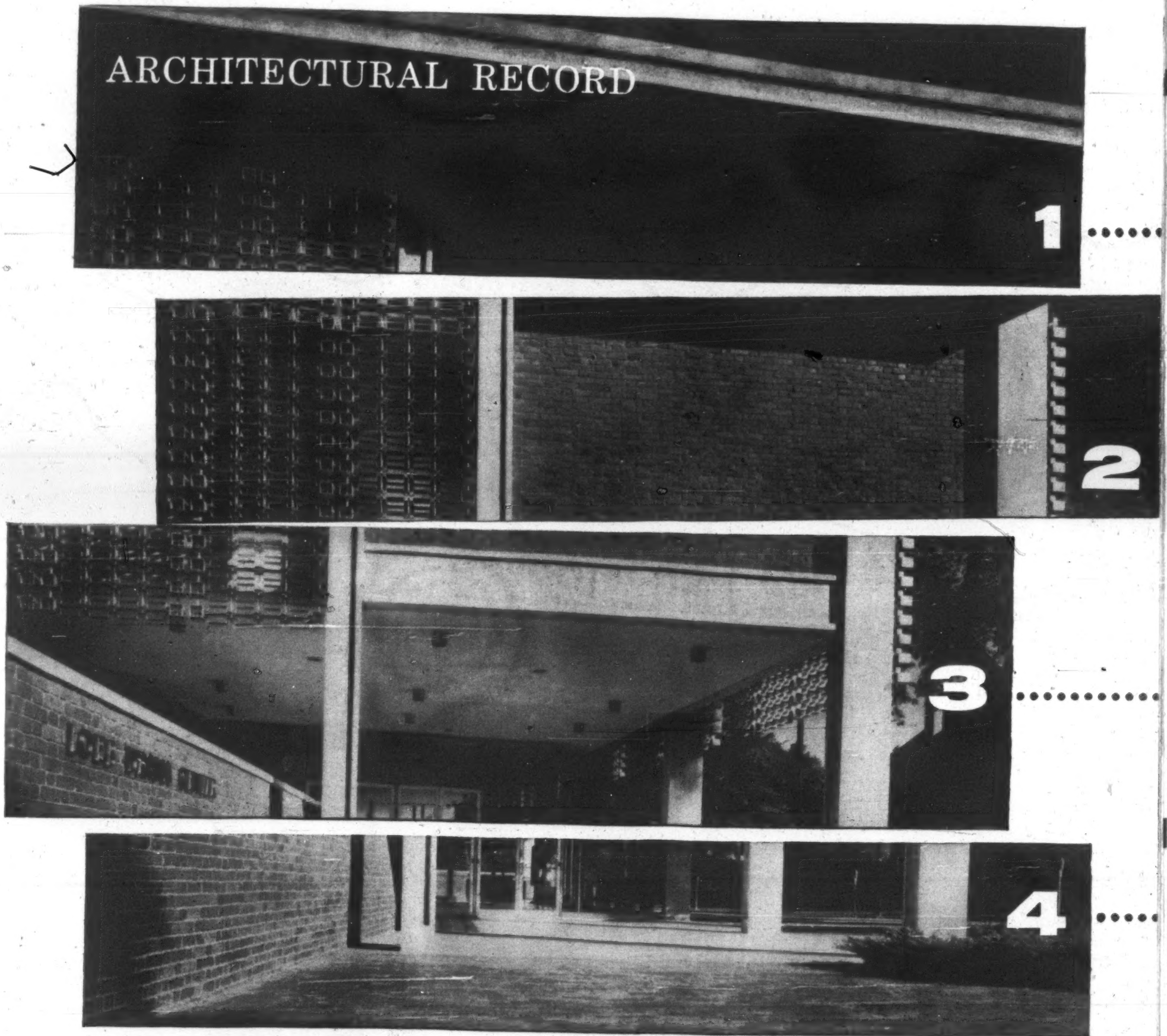
A professional salesman

in a 13 lb. package...

New DuKane "Flip-Top" projector makes every neophyte salesman a pro . . . Doubles effectiveness of experienced sales staff. Delivers the message the way you want it, *complete* with sight and sound. Just open the lid, plug in, insert record—the "Flip-Top" starts selling instantly.
See a free demonstration at your desk. *Write:*

DuKane CORPORATION,
DEPT. AA100 ST. CHARLES, ILLINOIS

all 5 ingredients of combine in



Building Types Study: Office Buildings
Drama Center for Harvard
Building Components: Aluminum Finishes
Full Contents on Page 5

5

ommends, "Move to another neighborhood."

Among the new 20-second commercials to be run on WNTA-TV in November, one ad asks, "Is it polite to eat Dilly beans with your fingers? Is it vulgar to put more than one Dilly bean in your mouth? How do you keep Dilly beans from dripping on her foot? Buy a jar and learn the crisp, crunchy secret of these politely pickled fresh green beans."

"Hardest jar in the world to open, but the easiest to eat."

■ Another of the new tv ads will show two hands struggling to open a Dilly bean jar. The audio will follow a series of grunts and groans with this copy: "The hardest jar in the world to open—until you know how! Dilly beans—the hardest jar in the world to open, but the easiest to eat."

One spot explains, "The Dilly bean is a rare and ancient southern recipe, one reason why the Confederacy lasted as long as it did." One of the earlier tv spots which will now be extended to 20 seconds shows the product being held between the fingers, in cigaret fashion. Viewers are told, "Break the smoking habit—eat Dilly beans."

One of the most remarkable aspects of Dilly beans consists of the two young women responsible for their introduction. Principals of Park & Hagna are Jacqueline Park and Sonya Hagna, both on the sunny side of 26.

■ In the fall of 1958 the two—using a recipe of Miss Hagna's mother—began pickling the beans in their Hammonton, N. J., apartment after work. During the day they taught school. Soon they realized they couldn't handle both jobs, so they gave up teaching and moved their beans and vinegar barrels to Washington. They finally found space in the back of a bakery.

About the beginning of 1960, they turned over the bottling to a Baltimore company, Lord-Mott Packing Co. Park & Hagna now has spotty distribution across the country, but Dilly beans are primarily distributed in New York, Washington and Philadelphia.

The girls expect to go national with their product. But right now they can't pack Dilly beans fast enough. #

Cleveland Adclub Publishes 1960-'61 'Torchlight Roster'

Torchlight Roster & Buyers Guide, 1960-'61, has been published by the Cleveland Advertising Club. The 302-page guide includes listings of club members and their business affiliations and listings of key radio and television personnel in Cleveland. Additional information may be obtained from Carl W. Brookins, *Roster* sales manager, Cleveland Advertising Club, Second Floor, Hotel Statler-Hilton, Cleveland.

Somerville Joins Gerber

Don Somerville, formerly an account executive at R. W. Webster Advertising, Los Angeles, has joined Gerber Advertising Agency, Portland, Ore., as research director.

Parker Boosts Bayus

Parker Advertising Co., Dayton, has promoted Donald L. Bayus to art director. He joined the agency in 1958.

magazine leadership Architectural Record

EDITORIAL LEADERSHIP

Architectural Record publishes more editorial pages than any other magazine in its field—all of them edited *specifically* for architects and engineers! And only the Record is

- timed and balanced with the aid of Dodge Reports to be of maximum value to architects and engineers in terms of the work on their boards;
- accurately geared to the current interests of architects and engineers through Eastman Research Organization and Continuing Readership Research;
- skillfully attuned to rapid developments in building design and technology via the unequaled building news facilities of F. W. Dodge Corporation.

PREFERRED READERSHIP

Architects and engineers have voted *Architectural Record* their preferred architectural magazine in 146 out of 161 studies sponsored by building product manufacturers and their advertising agencies.

MOST ARCHITECT AND ENGINEER SUBSCRIBERS

Over 30,000 architects and engineers pay to read the Record (19,391 architects; 10,741 engineers). And the Record's renewal rate is the best in its field by far!

TOP VERIFIABLE MARKET COVERAGE

Over 89% of all architect-planned building, nonresidential and residential, is in the hands of the Record's architect and engineer subscribers—a fact documented by Dodge Reports.

ADVERTISING LEADERSHIP

For the 14th consecutive year more building product advertisers are providing architects and engineers with more pages of advertised product information in *Architectural Record* than in any other magazine. The Record's margin of leadership: over 60 per cent!

Architectural Record

119 West 40th Street
New York 18, N. Y.
OXford 5-3000

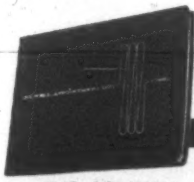
F. W. DODGE CORPORATION publication

"stimulus to creative architectural and engineering design"

EXECUTIVE APPOINTMENT LOG for 1961

YOUR ENTIRE WEEK'S APPOINTMENTS ON ONE SPREAD OF PAGES!

Your appointments for the entire week revealed at a glance—day-by-day "page thumbing" eliminated — appointment mix-ups minimized — you save time and trouble. Page size 8¼ x 10¾ inches. Two columns per day. Hours from 8:00 A.M. to 5:45 P.M. with space for evening appointments. Quarter-hour breakdowns. FULLY DATED FOR CALENDAR YEAR 1961. Recall section at end of year for each month of following year. One-piece flexible cover, attractively embossed. Flat opening, tear resistant wire binding. Smooth, white ledger paper printed in red and green.



Only $2.50 postpaid

THE COLWELL COMPANY
Service to the professions since 1927
205 Kenyon Rd., Champaign, Illinois

Please send me the EXECUTIVE APPOINTMENT LOG for 1961. Check for **$2.50** enclosed.

NAME ____________________

ADDRESS ____________________

CITY ____________ STATE ________

Seek Our Help, Admen Urged by Food Brokers

(Continued from Page 2)

ing them to knock the skulls of their agencies and brokers together.

"How often have you sunk big money into an advertising campaign and then watched it fall flat on its face?" he asked. "How many times has your agency complained bitterly that the campaign went bust because your brokers didn't sell it? How often have you heard your brokers howl that the campaign was such a dud it couldn't be sold?

"How many anguished post mortems have you listened to that never explained exactly why and how your campaign died? Or what you can do about it? Or where you begin?"

Mr. Rogers said the study reveals why and how advertising fails, and it tells what NFBA members feel clients and agencies need to do to work best with brokers.

■ "Essentially," he said, "the study reveals that the three organizations involved in grocery marketing—the manufacturer, the advertising agency and the broker—are not operating at maximum efficiency, because there is not enough coordination of efforts in localized advertising and merchandising. Broker dissatisfaction is uniform on this basic question of 'localization.'

"Brokers and buyers recognize the need for national advertising. As a matter of fact, it's taken for granted. This is a danger signal. Because they take it for granted too often, it is misunderstood."

For example, he said, brokers don't care about a "general" figure showing how many national households a national campaign will reach. They want to know "how many local households" it will reach.

■ "But the real demand, however, is for better agency understanding of local problems and peculiarities. Each market is a separate area. Each needs local attention and knowledge. The broker knows his market like the palm of his hand. He knows local media intimately. He can tell you things statistics can't begin to reveal.

"He knows which television or radio personalities draw the type of listeners you want to reach. He can tell you which newspapers are favored by what type of reader and which can do the best job for you. This knowledge the broker can and will give."

■ To illustrate how a broker might have helped, Mr. Rogers reported on the broker who wrote that an agency had placed an order for television advertising in the broker's territory, with a station actually 300 miles away. The broker's territory was in an area completely surrounded by 6,000′ mountains, while the tv station was 5′ above sea level, with a 500′ tower.

■ Mr. Rogers said the waste of point of sale display material is "tremendous and appalling," because agencies don't consult with brokers. One broker commented that much display material is designed by agencies "largely for the pleasure of their clients.

"Your money is feeding warehouse incinerators, because that's where a goodly amount of your display material winds up—unpacked, unseen and unused.

"In too many instances, pieces are produced for display which are not practical to use, or are not functional, or which—and this is most important—cannot be tied in or used in individual store promotions. Much expensive and ornate point of sale material is wasteful. It too often stays up for only two or three days.

"The broker can tell you what he wants, how much he wants, how he wants it packed, and where he wants it shipped.

"If agency people work with a broker occasionally and get the buyers' views on consumer deals, local advertisements, store-level promotions and so on, there will not be so much lost motion with some advertising and point of sale material."

Other suggestions to agencies made by Mr. Rogers:

- Include the broker in early planning stages of national campaigns. He can supply valuable local market information.
- Where possible, support national advertising with local advertising and consult with the broker about local conditions and media.
- Allow six weeks to two months of lead time for brokers to sell campaigns and for local outlets to line up their own support.
- Condense presentations to one page, so that brokers have something practical to leave with store buyers.
- Let the broker know about any special marketing assistance you can provide. Get to know him. Develop mutual respect and confidence.

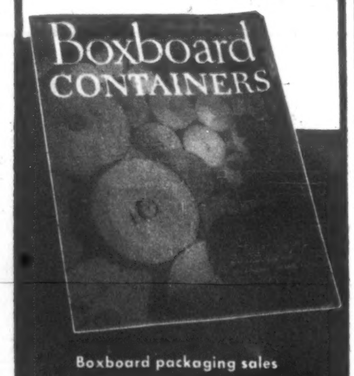
■ "Brokers do not want to assume any of the functions of the agencies," Mr. Rogers pointed out. "It is their desire to achieve better coordination with the agencies, so as to be sure that your advertising will be more effective.

"Through closer communication, any difference of opinion concerning advertising and display material and promotions can be resolved. Brokers will understand the problems of agencies, and agencies will be able to see that each marketing area is an individual area, with its own peculiar problems, not just a colored pin on a distribution chart."

The study was conducted for the food brokers by the market research department of Ketchum, MacLeod & Grove. More than 1,000 questionnaires were returned —better than 50%.

Mr. Rogers said wide distribution is planned for the study as soon as copies are off the press. #

Are you
overlooking a
$3 Billion
Industry



Boxboard packaging sales topped $3 billion last year. Why not investigate this rich industrial market. For the "who buys what" and "how" contact:

Boxboard
CONTAINERS
A Haywood Publication
Chicago: 6 N. Michigan Ave., CE 6-3690
New York: 369 Lexington Ave., MU 3-8432

Wagon Train—NBC, Wednesday
Ford Division, Ford Motor Company

The Shirley Temple Show (Color)
NBC, Sunday—Radio Corporation of America

Candid Camera
CBS, Sunday—Lever Brothers Company

The Tom Ewell Show
CBS, Tuesday—The Quaker Oats Company

Father Knows Best
CBS, Tuesday—Scott Paper Company

Douglas Edwards with the News—CBS,
Weekdays Jos. Schlitz Brewing Company

The Ed Sullivan Show
CBS, Sunday—Eastman Kodak Company

Sports Spectaculars—CBS, Sunday Special
Series—Jos. Schlitz Brewing Company

Bonanza (Color)—NBC, Saturday
Radio Corporation of America

Television programs that work for their sponsors in three ways

THESE PROGRAMS—for clients of J. Walter Thompson Company—rank among the nation's top television attractions. But, along with our clients, we believe that size of the viewing audience is only one consideration in creative television programming. *Equally important*, as it enters America's living rooms, are the high character and the appropriateness of the program for the sponsor and his product.

Medill Names Fryburger, Botter to New Posts

Medill school of journalism, Northwestern University, Evanston, Ill., has appointed David E. Botter to head its new editorial department and Vernon Fryburger to head its new advertising department. Prof. Botter joined the Medill faculty in 1959; and prior to that was managing editor of *Look*. Prior to joining the Northwestern faculty in 1953, Prof. Fryburger was research director of the National Assn. of Broadcasters.

Gordon, Phillips Join Cahners

Bernard Gordon, administrative vp of Wasco Chemical Co., Cambridge, Mass., has been named general business manager of Cahners Publishing Co., Boston. Mr. Gordon for eight years was controller of Brandeis University, Waltham, Mass. John H. Phillips, a former vp of MacManus, John & Adams, Bloomfield Hills, Mich., has joined Cahners as market analyst in the group marketing plan division.

Bostic
Bice
Warren
Miller
Murphy

NAB GATHERING—*Relaxing at the National Assn. of Broadcasters meeting in San Francisco were Max H. Bice, KTNT, Tacoma; Tom Bostic, KIMA, Yakima, Wash.; W. W. Warren, KOMO-TV, Seattle; Lincoln Miller, KIRO, Seattle; and Ronald A. Murphy, president, Washington State Assn. of Broadcasters.*

Huntley Shifts from Amanuensis Role to London Liaison Post

NEW YORK, Oct. 25—Jane Huntley has exchanged her secretary's desk at Compton Advertising for an impressive new title—assistant to the director of overseas advertising of Garland-Compton Ltd., Compton's new affiliate in London.

Miss Huntley has been executive secretary to Barton A. Cummings, Compton president, for the past two years. In her post in London she'll be doing liaison work, helping the English staff get used to the American way of doing things.

Such a promotion for a secretary is somewhat of a rarity, Miss Huntley believes. "If a secretary is good, her boss is reluctant to let her go," she observed at a *bon voyage* party given for her by the agency.

Advertising is the "very best field for a secretary to be in," Miss Huntley asserted. "The pace is faster, it's less monotonous and admen are more considerate than most bosses—I'm amazed at stories my friends tell me of their demanding bosses in other fields," she said.

■ An executive secretary's responsibilities are about the same in any field, she believes; except that in advertising one of the biggest problems is keeping the boss organized and on time—"They always seem to be running a half hour to a couple of days late."

Miss Huntley has been organizing bosses in advertising since 1950; before joining Compton she was with Batten, Barton, Durstine & Osborn, where her charges were Ben Duffy and Dave Danforth. #

Guestward Ho!
ABC, Thursday—The 7-Up Company

The Ford Show (Color) Starring
Tennessee Ernie Ford—NBC, Thursday

The Adventures of Ozzie & Harriet
ABC, Wednesday—Eastman Kodak Company

Bringing Up Buddy
CBS, Monday—Scott Paper Company

Have Gun, Will Travel
CBS, Saturday—Lever Brothers Company

Perry Como's Kraft Music Hall (Color)
NBC, Wednesday

Omnibus
NBC, Sunday
Aluminium Limited Sales Inc.

J. WALTER THOMPSON COMPANY
NEW YORK CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES HOLLYWOOD WASHINGTON, D.C. MIAMI

CAPTURE 53% OF THE CAPITAL FOR $112.00

If you are a national advertiser, this same low investment captures:

...27% of Detroit
...15% of Los Angeles
...36% of New Orleans
...25% of Philadelphia

and a sizable portion of all major markets. Based on full page, black and white **EBONY** *rates, $112.00 is all it actually takes each month to "effectively" sell the Negro trend-setters in Washington, D.C. as well, where brand-conscious Negro families are now 53.1% of the total population.*

*One medium—***EBONY***—delivers "effective" selling power to these vital customer potentials for your brands. More than any other medium—and at low cost.*

Why not ask your agency for a reappraisal of your central-city marketing strategy? Our research department has the facts.

EBONY

"Your Central-City Magazine"

NEW YORK
CHICAGO
LOS ANGELES

Gebhardt Chili Boosts Two

Gebhardt Chili Powder Co., San Antonio, has appointed Evans D. George general sales manager and Basil C. Karcher Jr. sales promotion manager, a new post. Mr. George was formerly assistant sales manager. Mr. Karcher was formerly an account executive of Express Publishing Co., San Antonio.

Apeco Names Fusello

Michael J. Fusello has been appointed assistant to the vp in charge of advertising of American Photocopy Equipment Co., Evanston, Ill. He formerly was sales promotion manager of the audio-visual sales division of Bell & Howell Co., Chicago.

Miller, Mackay Names Daly

John C. W. Daly has been named account supervisor of Miller, Mackay, Hoeck & Hartung, Los Angeles. He formerly was account group head at Hixson & Jorgensen, Los Angeles.

WESTERN HORSEMAN
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS. Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS COLORADO

Takchi Karnig Tutching

INTERNATIONALISTS—*Home from Australia for a visit, Vincent Tutching, manager of the Melbourne office of McCann-Erickson-Hansen Rubensohn, chats with Mounir Takchi, who sells time on Lebanese television in Beirut, and Andrew Karnig, advertising manager of Bristol-Myers International, at a luncheon meeting of the New York chapter of the International Advertising Assn. Mr. Karnig is president of the New York chapter and Mr. Tutching is immediate past president of IAA.*

ON AIR... PAGE... SCREEN
Your Script or Copy may carry the hazard of claims for LIBEL, SLANDER, INVASION of PRIVACY, VIOLATION OF COPYRIGHT, PIRACY, PLAGIARISM.
You CAN'T pull the words back, but you CAN have our Unique Excess Insurance to cushion the loss—adequately and inexpensively.
Details and rates — write
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo
New York, 107 William St.
Chicago, 175 W. Jackson
San Francisco, 100 Bush St.

BATON ROUGE, LA. IS THE 4th MARKET* IN THE GULF SOUTH!
HOUCK

*Crazy, Man—No, Boy, don't be a square—it's true . . . Baton Rouge as a market ranks just below Ft. Worth-Dallas, Houston and New Orleans. It's the 4th largest market in the Gulf South—an area made up of the states of Louisiana, Texas and Mississippi. The Baton Rouge market, with a population of 1,561,000 and retail sales of $1,285,000,000.00, is served completely by television station WBRZ. Baton Rouge is truly too BIG a market to be overlooked on any list.
NBC ABC
WBRZ Channel 2

Nova Scotia Bank Probes Ad Setup, Screens Agencies

JWT Now Has Account; 5 of 7 Shops Getting Quiz Are Canadian-Owned

TORONTO, Oct. 25—The Bank of Nova Scotia, Toronto, whose agency here and in the U.S. is J. Walter Thompson Co., has selected seven agencies to make presentations for its account, which is estimated to bill $650,000 a year.

Robert Oliver, manager of advertising and pr for the bank, told ADVERTISING AGE today that the bank is exploring "the whole area of our advertising policy."

He added: "No decision has been made to part with J. Walter Thompson, but we are screening seven other agencies to see what they have to offer." Apparently questionnaires were sent to the seven shops, five of which are Canadian-owned.

Mr. Oliver said the bank's next step would be to hold meetings with the agencies to discuss the situation further.

■ "We hope to make a decision by the middle of November on which agency will have our account," he said.

The bank account bills about $600,000 a year in Canada and about $50,000 a year in the U.S. Like all bank accounts here, it is considered a choice piece of business, especially from the standpoint of prestige.

Since U.S. agencies apparently are out of the running for the account, the bank's choice is somewhat limited if it decides to break with Thompson.

There are only a few medium-size or large Canadian shops that do not have bank accounts. These include Baker Advertising Agency; F. H. Hayhurst; McConnell, Eastman & Co.; Stanfield, Johnson & Hill; and Ronalds-Reynolds.

SPITZER, RONALDS SPLIT BOYLE-MIDWAY (CANADA)

TORONTO, Oct. 25—Boyle-Midway (Canada), which last year moved its $500,000 account from Geyer, Morey, Madden & Ballard, New York, to J. Walter Thompson Co., Toronto, almost exactly one year later has again switched agencies, this time naming Spitzer, Mills & Bates and Ronalds-Reynolds & Co.

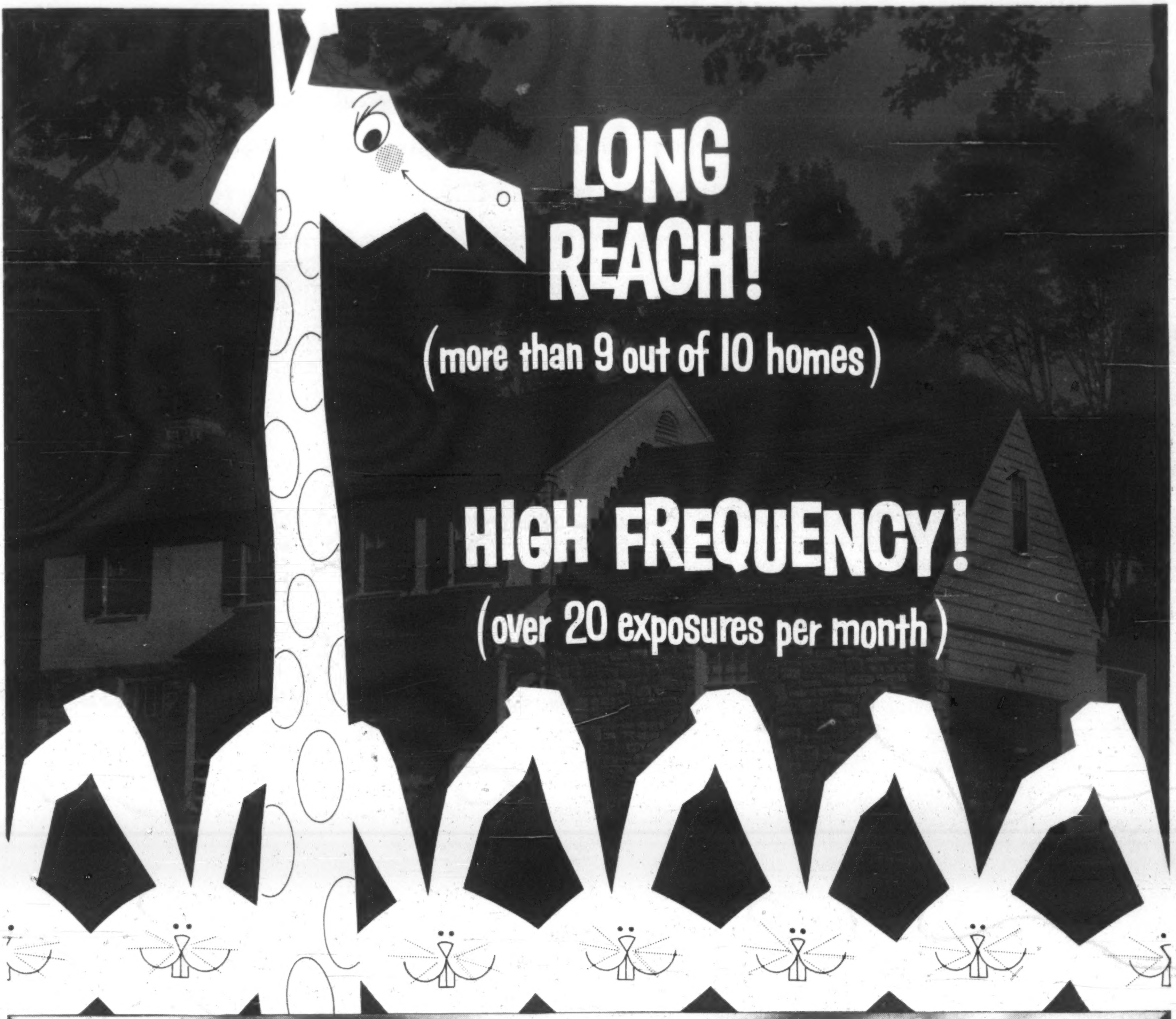
The $300,000 Spitzer, Mills & Bates share of the account includes Canadian advertising of Aerowax, Aero paste wax, Sani-Flush, Black Flag insecticides and 3-in-One oil. Ronalds-Reynolds gets Wizard deodorizers, Easy Off oven cleaner, Easy window spray and Easy On spray starch.

The shift did not come as a surprise; two months ago, when Boyle-Midway in the U.S. was moving products out of JWT and into Bates; Tatham-Laird; Cunningham & Walsh; and Maxwell Sackheim-Franklin Bruck, ADVERTISING AGE indicated that a possible switch from Thompson to Bates in Canada might be triggering Bates' efforts to acquire a Canadian outpost (AA, Aug. 22).

■ The assignment of products to Ronalds-Reynolds had not been anticipated, just as the role of the Sackheim-Bruck agency in the U.S. realignment had not been foreseen (AA, Oct. 3). #

Rose Joins 'Suburbia Today'

Robert B. Rose, formerly with Sawyer-Ferguson-Walker Co., has joined the New York sales staff of *Suburbia Today*.


LONG REACH!
(more than 9 out of 10 homes)
HIGH FREQUENCY!
(over 20 exposures per month)

New measurements confirm General Outdoor's Amazing Coverage of Households!

We've always had it—but we never knew how *big* we had it! Now, thanks to the 4½-year study by the famed traffic engineering firm of Wilbur Smith and Associates, sponsored by the Outdoor Advertising Association of America, we have household coverage figures for General Outdoor markets that are real eye-openers!

For example, take our Indianapolis market. A typical poster showing there (48 posters) produces this coverage of all car-owning households in the county:

44.2% coverage in 1 day • **91%** coverage in 1 week • **97.5%** coverage in 1 month

Individual cars pass a typical showing with a frequency of 23.2 times a month—and each car represents a household on its way to earn money or spend it.

Coverage curves based on the Smith study tell a similar story for other GOA markets. We now invite you to compare General Outdoor to any other medium for *both* reach into homes and frequency of exposure!

Covers 1800 Leading Cities and Towns

General Outdoor Advertising Co.
515 South Loomis Street, Chicago 7, Illinois

NOW.........

Marketing Work File
10 9 8 7 6 5 4 3
STATE DIRECTORIES
STATE DIRECTORIES
COUNTY

• • • • **from a single source you can get complete, up-to-date information to measure the metalworking market for your product . . . to plan the most efficient advertising and selling approach.**

STEEL
The
Metalworking
Weekly

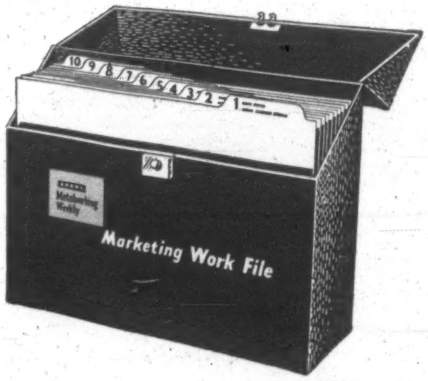
Marketing Work File

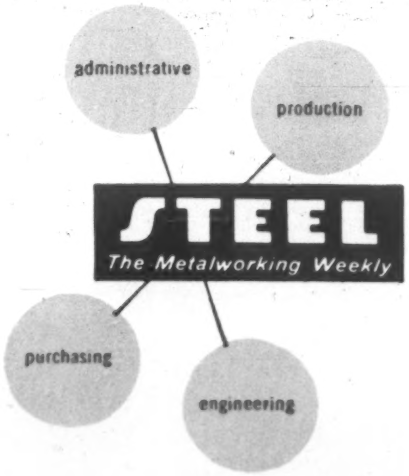
The STEEL Work File is the most complete, single source of metalworking information ever made available by an industrial publisher. It puts at your fingertips all the basic market data you need for practical, down-to-earth analysis and planning . . . tells you exactly where to find supplementary source material relating to your particular product opportunities . . . details how to use all this information to your best advantage.

Packaged in a special bookshelf-size file, the STEEL Work File is divided into ten parts:

1. Measuring the Metalworking Market
2. Locating the Metalworking Market
3. Employing Market Data
4. Marketing Information Sources
5. Marketing Services
6. Editorial and Special Services
7. Increasing Advertising Effectiveness
8. Merchandising Your Advertising
9. Metalworking Media Data
10. Special Information

NEVER OUT OF DATE! STEEL Work Files are kept current by a steady stream of new and up-dated information, including booklets, data sheets, maps, work sheets, and other useful pieces. Developed exclusively for marketers to metalworking, the Work File is available from your local STEEL Representative. No charge or obligation, of course.





STEEL *The Metalworking Weekly* serves all four functions best ***because*** it serves them all

A Penton Publication Penton Building Cleveland 13, Ohio

NBP BPA

KLZ of Denver... Salutes...
A Radio-Active Business Executive

ANTHONY M. VAGNINO
American Beauty Macaroni Co.

Anthony (Tony) M. Vagnino, for maintaining number one position for American Beauty Macaroni in the Rocky Mountain Area with a consistent and substantial increase year after year. The Denver plant, one of seven American Beauty plants in this country, serves an area extending from Canada to Mexico.

American Beauty has been a participating sponsor in KLZ's PAT GAY SHOW since 1956. Says Mr. Vagnino, "Our KLZ advertising continually draws heavy listener response, and we consider the PAT GAY SHOW an integral part of our over-all advertising program." Let KLZ Radio pre-sell for you in the rich Denver-Rocky Mountain Area.

KLZ radio
560 KC

CBS for The Rocky Mountain Area ★ Call KATZ or Lee Fondren, Denver

Information for Advertisers

"How to Get More Value out of Your Spot Radio Advertising Dollar," a 16-page guidebook which outlines the basic principles of time-buying, has been published by **Edward Petry & Co.** Copies of the guidebook may be obtained from William H. Steese, radio promotion manager, Edward Petry & Co., 3 E. 54th St., New York 22.

- **Publi-Synthese & R. L. Dupuy**, a Brussels agency, has issued a report depicting Belgium as "the ideal European test market." The report points up Belgium's compactness, its European character and its access to the major markets of Europe. Inquiries should be directed to Bob Roll, managing director, Publi-Synthese & R. L. Dupuy, 59 Rue de Namur, Brussels 1.

- "How to Produce an Effective Newsletter," a basic guide to effective newsletter editing and production, has been published by **American Marketing Services.** The 16-page handbook covers when to publish a newsletter, editorial content, qualifications of newsletter editors, types of newsletters, establishing a format, production methods and a basic checklist of tips for newsletter editing. Priced at $1 each, copies may be obtained from American Marketing Services, 610 Newbury St., Boston 15.

- "1960 Metropolitan Daily Newspaper Market Data," annual market data book, has been published by the **Richmond Times-Dispatch** and **News Leader.** Included in the survey are data on population, households, net buying income, consumer spending units, and retail sales. Additional information on the survey may be obtained from the *Richmond Times-Dispatch* and *News Leader*, Richmond, Va.

- A new study on "The Power Transmission Design Market for Sleeve Bearings" has been published by and is available from **Power Transmission Design**, 812 Huron Rd., Cleveland 15. #

'McCall's' Slide Presentation Names Its Competitors

NEW YORK, Oct. 25—The premier performance of a new slide show that eschews the traditional "don't-mention-the-competitor" type of media presentation was conducted here by *McCall's*.

The presentation, in wide screen and color, extolled the virtues not only of *McCall's* but also those of its arch rivals in the fiercely competitive women's service field—*Good Housekeeping* and *Ladies' Home Journal.*

Its theme was that women have little interest in ads appearing in other media. To the contrary, *McCall's* said, the ladies get so fed up with a steady bombardment of ads that they "surround themselves in a wall of selective disinterest."

- This "selective disinterest," *McCall's* continued, applies to ads in magazines like *Time, Life, Look, The Saturday Evening Post* and *Reader's Digest*, and also to those in media such as outdoor, radio, television and skywriting.

McCall's further hinted that advertisers, instead of spending money in these media, should invest more heavily in the women's service field—particularly in *McCall's*.

"A women's service magazine," the presentation concluded, "is a women's world. Advertising does form a vital part of the service these women's service magazines perform. In these magazines, ad pages and editorial pages combine to satisfy women's desire to know and your desire to tell them."

Following its New York showing, the *McCall's* presentation will go on an 18-city tour. #

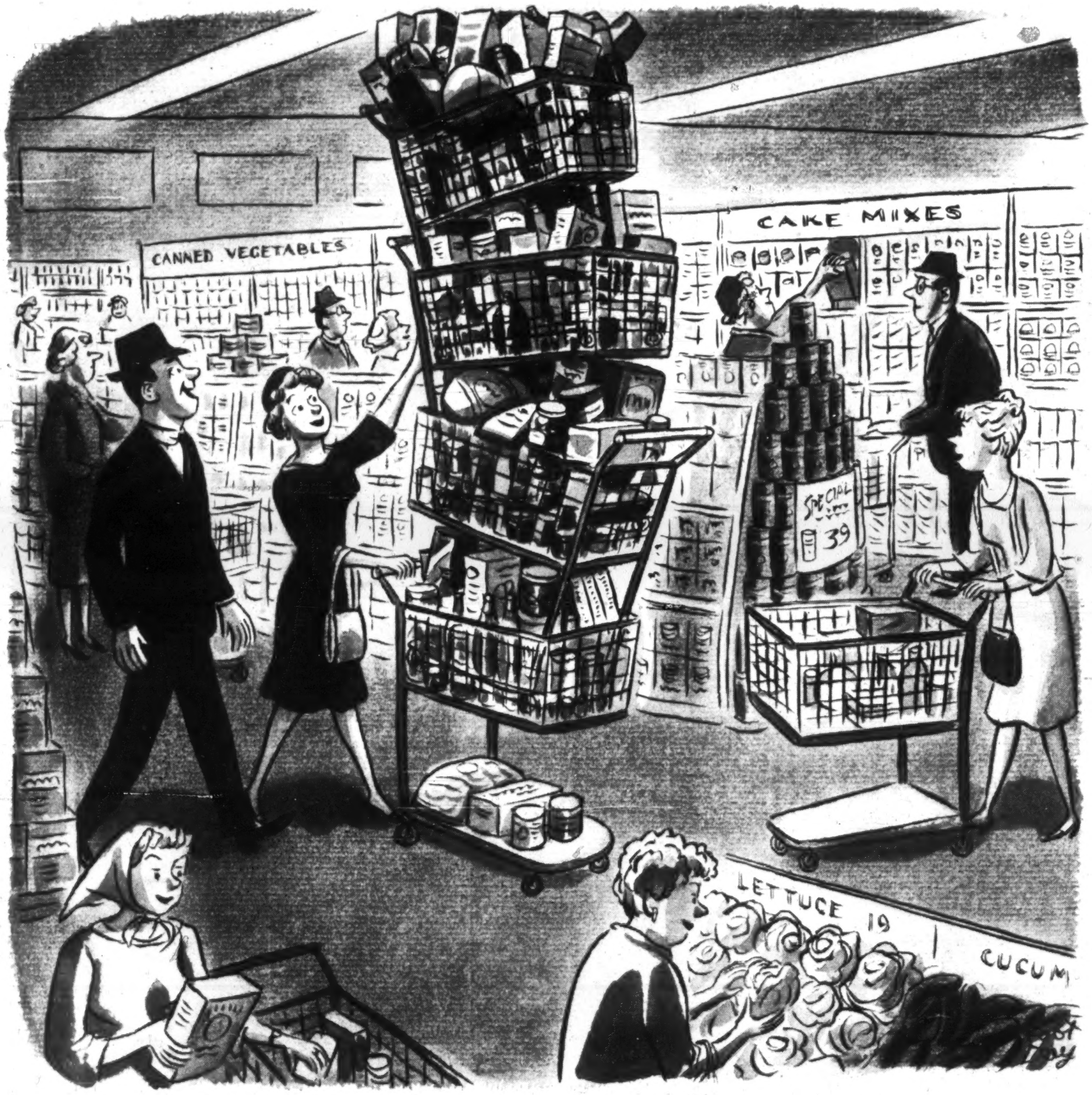
Schindler-Howard Opens

Schindler-Howard Advertising Agency has opened at 530 Maxwell Ave., Cincinnati. The principals, all formerly with Julian J. Behr Co., Cincinnati agency now dissolved, are Sam Schindler, president, and T. Shelby Howard and Isador Schrifin, vps.

Dunnan & Jeffrey Moves

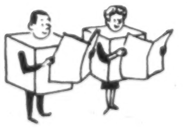
Dunnan & Jeffrey, New York agency, has moved to 730 Fifth Ave.

INSIDE SOLID CINCINNATI:



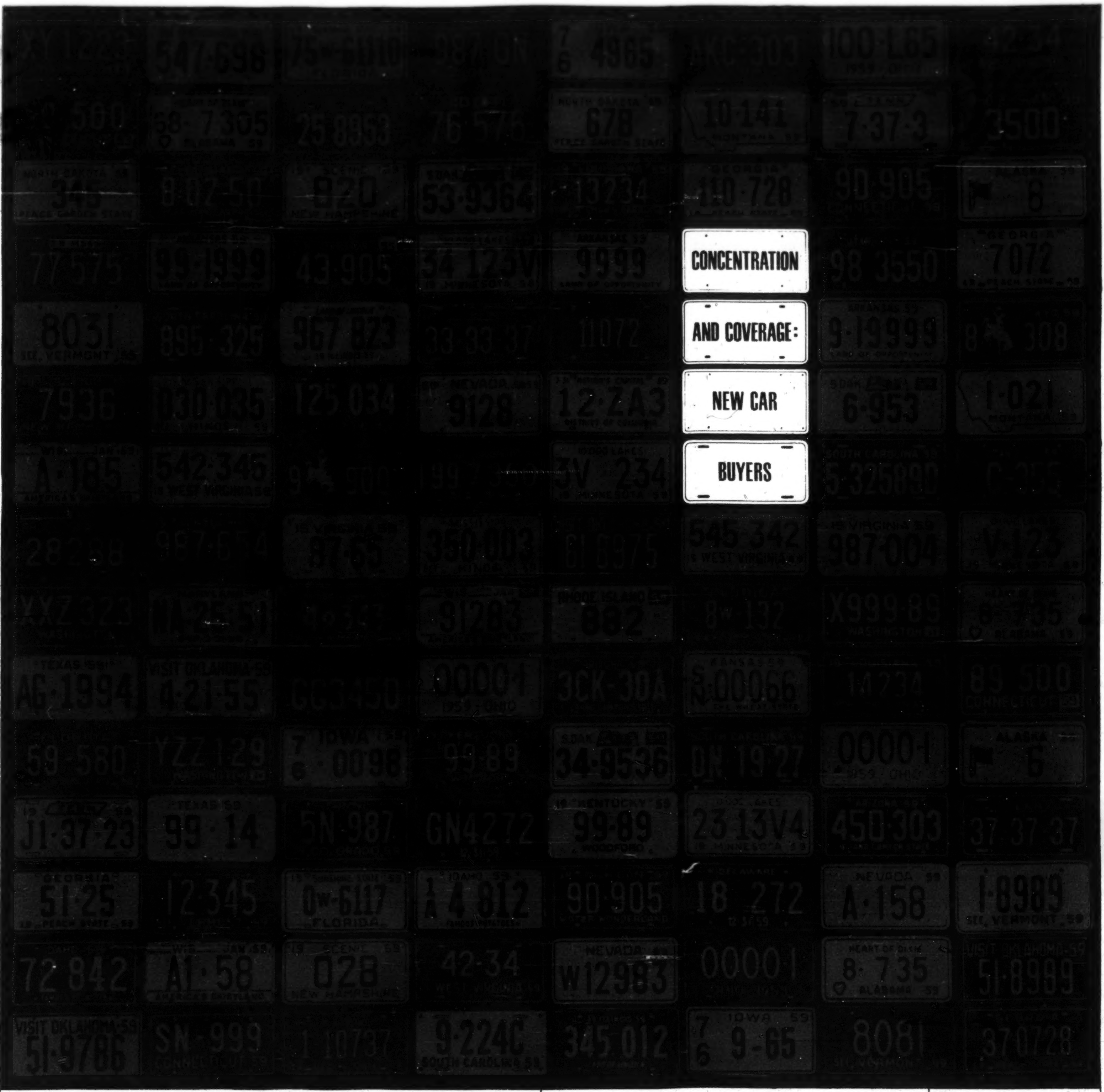
"So you __were__ listening when Harold said we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family."

................SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

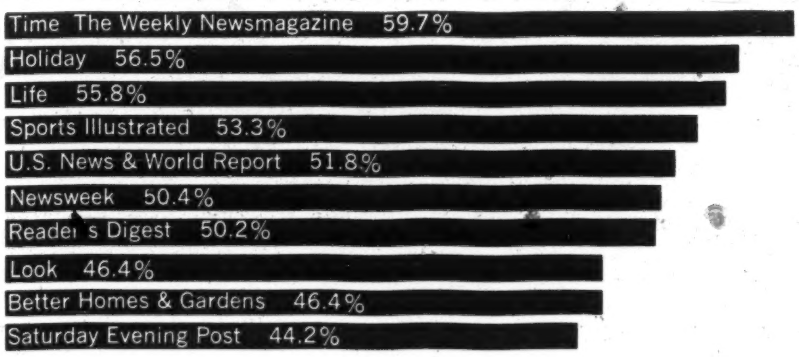


Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer for the latest Top Ten Brands survey.

Represented by Moloney, Regan & Schmitt, Inc.



NEW CAR REGISTRATIONS, 1959
Circulation concentration in the top 100 counties



Percentages based on R. L. Polk & Co. 1959 new car registration data and latest available publishers' reports: TIME (3/23/59) • Holiday (March 1957) • Life (10/26/59) • Sports Illustrated (3/2/59) • U.S. News & World Report (3/28/58) • Newsweek (3/23/59) • Reader's Digest (April 1959) • Look (3/18/58) • Better Homes & Gardens (April 1959) • Saturday Evening Post (3/14/59)

TIME tags America's new car markets. **More than half of all new car registrations in the U.S. last year were in less than 4% of America's 3,070 counties. In those top counties, TIME concentrates more of its circulation than does any other magazine of a half million or more circulation.** Further evidence that TIME gives you concentration and coverage where it really counts—big mileage where you make most sales.

THAT'S
TIME

Court Backs P.O. Revoking of 2nd Class Mail Permit

WASHINGTON, Oct. 25—The Post Office Department's efforts to tighten up on second class mailing rights cleared its first court hurdle here last week, but the department was reminded that it has a long way to go.

District Court Judge George L. Hart Jr. upheld the department's efforts to revoke second class rights from "The World Around Us," a monthly publication that has a comic book format. The department has contended that the publication is really a book, because it lacks "continuity" from one issue to another and lacks "variety" within each issue.

■ The case reached the court as postal authorities continued to sift through the 28,000 second class permit holders. The department has revoked several permits, particularly for comic books and crossword puzzle publications.

Government attorneys emphasized that each issue of "The World Around Us" is complete in itself. Individual issues were devoted exclusively to such issues as Indians, railroads, dogs, pirates, horses, the armed forces and the FBI.

Morris D. Schwartz, attorney for World-Wide Publications Inc., replied that many so-called periodicals use articles "only as a window dressing for nude females." He chided that their only literary continuity could be found in a succession of "bosoms and thighs."

■ Judge Hart accepted the contention of the government that the second class rights of "The World Around Us" depended on the law, and not on the way other publications were being treated. He commented that the department has a long way to go to achieve a rate which avoids unfair discriminations. "I frankly don't see any difference between many magazines which receive low rates and many which are denied them," he added.

Lincoln to Sackel-Jackson

Lincoln Foods, Lawrence, Mass., producer of fruit juice drinks, ice cream toppings, syrups, jams, jellies and preserves, has appointed Sackel-Jackson Co., Boston, to handle its advertising.

Selling Television Sets?

Here's a preferred market—at a popular price: for less than 5¢ apiece, you reach 87,000 dentists (income and standard-of-living well above average) in a magazine they read devotedly. May we give you facts and figures?

Oral Hygiene

PITTSBURGH, PENNSYLVANIA

Hood Chemical to Launch Push

Hood Chemical Co., Ardmore, Pa., launched a $40,000 contest to promote its entire line of household products late in October. Contestants are asked to complete, in 25 words or less, the sentence "Women who hate housework, love Hood because . . ." Entry blanks are available in food outlets, and the contest rules and entry form appear on the labels of Hood products. Ten first prize winners will receive wardrobes for the entire family, plus various accessories. W. B. Doner & Co., Philadelphia, is the agency.

Gilchrist to Thomas Organ

George E. Gilchrist, manager of the organ division of Lyon & Healy, Chicago, for the past eight years, has joined Thomas Organ Co., Sepulveda, Cal., as director of merchandising. He will travel throughout the country helping Thomas distributors and dealers set up special merchandising programs.

Admen Arise! Beer Importer Frees You of Martini Stigma

NEW YORK, Oct. 25—Like the grey flannel suit, the myth of the martini is one of the specters that haunts the average guy in advertising.

But now he has a stout defender who wants to "disabuse the American public of this erroneous impression."

He is Leif Wium, president of the Carlsberg Agency, importer of Carlsberg beer. With his advertising agency, Wexton Co., he has conducted a two-month survey of over 50 agency presidents and the top executives of more than 200 companies with important ad budgets. He has come up with findings which could strike up friendships that might be bottled-in-bond.

"We believe that admen have been much maligned and perhaps improperly linked to a per capita whisky-and-martini consumption that would make King Henry VIII blanch," Mr. Wium said.

■ Far from being martini guzzlers, 45% of the admen answering the Carlsberg survey reported that they regularly drink beer at lunch. More than 50% drink beer with dinner. One out of five of them drink beer every night. More than that, nearly 23 admen drink beer "often" when they are alone.

A hefty 93% drink beer "sometimes" when alone or in company, which rates them with the master quaffers throughout history, the survey claims. #

Frito Buys Sunlite Foods

Frito Co. of Canada, Toronto, has acquired production and sales department assets of Sunlite Food Products, Montreal, which manufactures and distributes Adams potato chips.

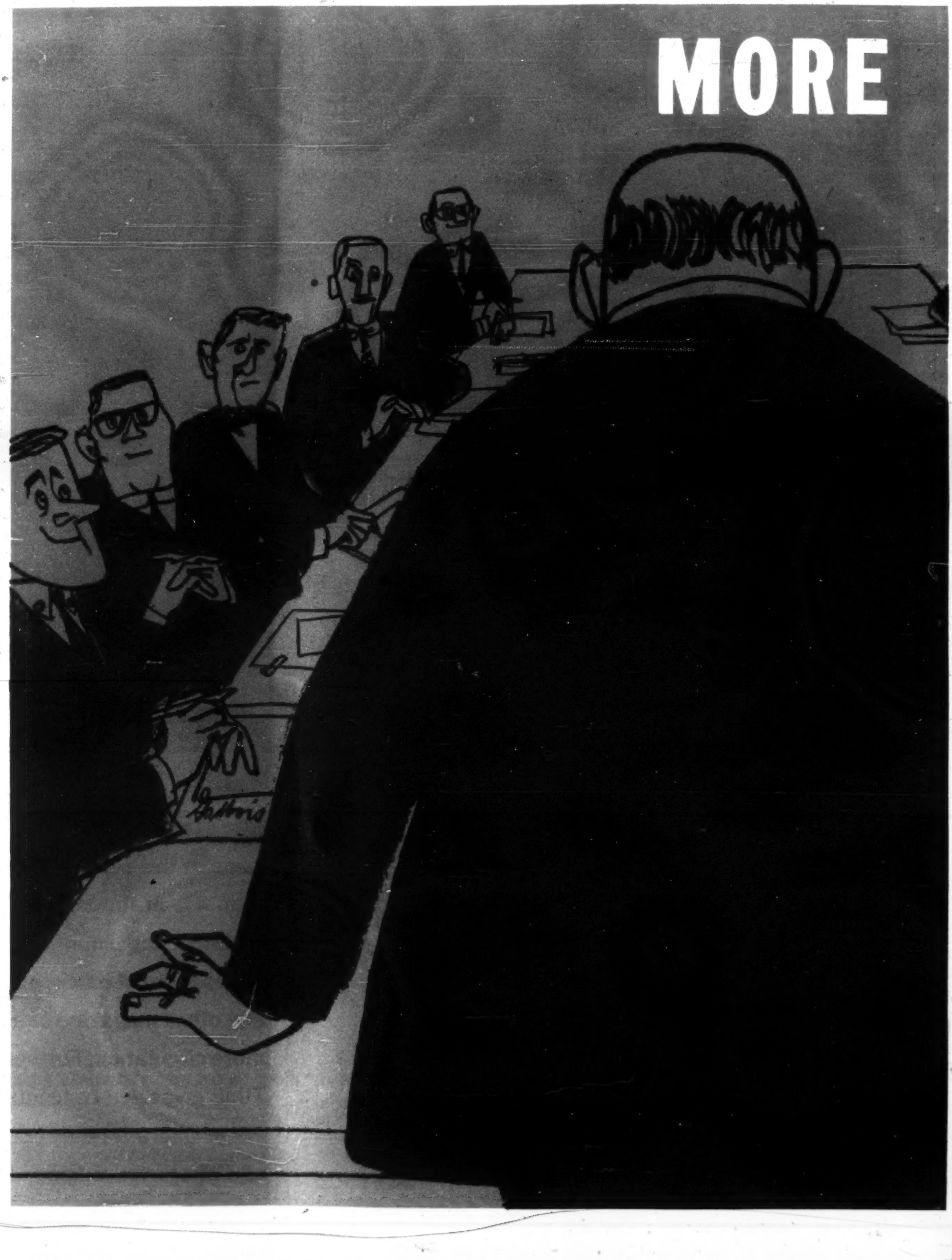
Cuba Rules on Ad Materials Published

The Department of Commerce has made it clear that the trade embargo in Cuba does not apply to current newspapers, magazines, periodicals or to advertising matter not related to a process or design. Also excluded are developed motion picture film, catalogs, pamphlets, dictionaries, encyclopedias and books. A validated license is required for printing plates and cuts, newsprint and photographic prints.

The new regulation is spelled out in detail in "Export Bulletin No. 840," available from the department for 25¢.

Cardiff Joins Nurre

Edward W. Cardiff has been named general sales manager of Nurre Companies Inc., Bloomington, Ind., mirror manufacturer. He formerly was sales promotion manager of Restonic Corp., Chicago.



Johnson Tarter Brown Lane Cheviot Richdale Utley DeLier Shapiro Knodel

BROADCASTERS AT PLAY—*Socializing during a break at the regional meeting of the National Assn. of Broadcasters in Dallas were Tom Johnson, KTOK, Oklahoma City; George Tarter, KCBD-TV, Lubbock, Tex.; James M. Brown, KONO-TV, San Antonio; Frank Lane, KRMG, Tulsa; Edward V. Cheviot, WOAI-TV, San Antonio; James C. Richdale Jr., KHOU-TV, Houston; George K. Utley, WFAA, Dallas; Jack DeLier, KWTV, Oklahoma City; Mike Shapiro, WFAA-TV, Dallas; J. W. Knodel, Avery-Knodel, Chicago.*

McCormick Selph Names Long

McCormick Selph Associates, Hollister, Cal., has appointed Long Advertising, San Jose, for advertising and publicity. The company makes explosive ordnance, igniters and initiators for missiles and rockets.

Sekonic Appoints Howard

Sekonic Inc., domestic importer and distributor of the Sekonic brand of Japanese photo equipment, has named E. T. Howard Co., New York, to handle its advertising. Howard Kent Inc. is the previous agency.

C. & J. Clark Names Cockfield to Handle Its Shoe Advertising

TORONTO, Oct. 25—After shopping around for several months, C. & J. Clark Canada last week assigned its account, reported to bill $350,000 annually, into the lap of Cockfield, Brown & Co. Cockfield will handle advertising and merchandising of the company's men's, women's and children's footwear, which Clark manufactures in Canada and also imports from its parent company in England.

Among the products are Desert Casuals for men and boys. Clark Canada is a wholly owned subsidiary of C. & J. Clark Ltd., England's largest shoe manufacturer, which operates subsidiaries in Australia, Eire, New Zealand and South Africa. The agency will handle the account in its Toronto office, with P.R.L. Charles as account executive.

The previous agency of record is Ardiel Advertising Agency. #

Bascom Names Winius-Brandon

Bascom Rope Co., St. Louis, has named Winius-Brandon Co., St. Louis, as its agency.

LISTENERS*
than all other stations combined

The Big Chief can always attract a big, attentive audience . . . but nothing like WCCO Radio with more listeners than all other Minneapolis-St. Paul stations combined!

Besides, WCCO Radio has top acceptance with a tremendous tribe . . . 1,022,610 radio families in a 114-county basic service area.

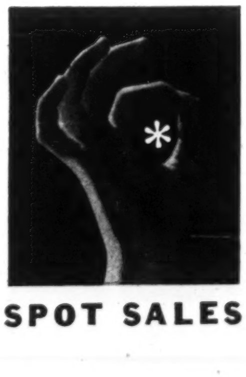
Watch your Big Chief smile when you add WCCO Radio's lowest cost per thousand . . . less than one-third the average cost of all other Twin Cities stations. It's a powerful way to take command of a major market.

WCCO
RADIO

Minneapolis
St. Paul

- *Northwest's only 50,000-Watt 1-A Clear Channel Station*
- *Source: Nielsen Station Index, July-August, 1960 6 AM-Midnight, 7-day week.*

Represented by
CBS RADIO SPOT SALES



real estate
WR

are you being
TRANSFERRED TO NEW YORK?

Let Us Help You Find a New Home

We are specialists in helping transferees find a home in Southern Connecticut. We will assist you in selling your present home, arrange for your moving, for your insurance, mortgage, etc.
Hundreds of homes in Southern Connecticut are listed with us ranging in price from $20,000 up.

Some Advantages of Living in Connecticut

Real estate taxes are relatively low, there is no state income tax, no special school tax, commuting to New York is good, living costs are reasonably low, and property values are increasing.

Send for New Map of Southern Connecticut—FREE

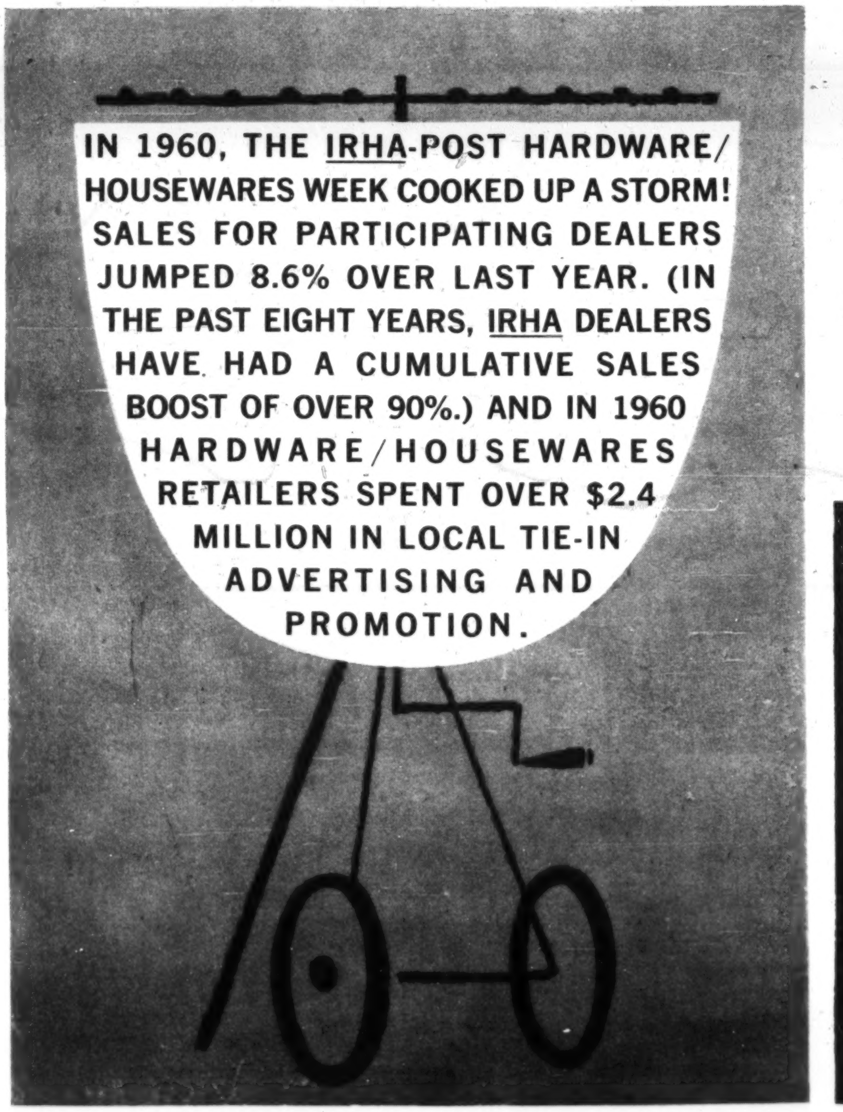
Send for a new map of Southern Connecticut showing location of schools, churches, beaches, golf clubs, library, shopping centers, etc., and our office.

WILLIAM RESOR
REALTOR
BUYING • SELLING • LEASING
282 Tokeneke Road
Darien, Connecticut

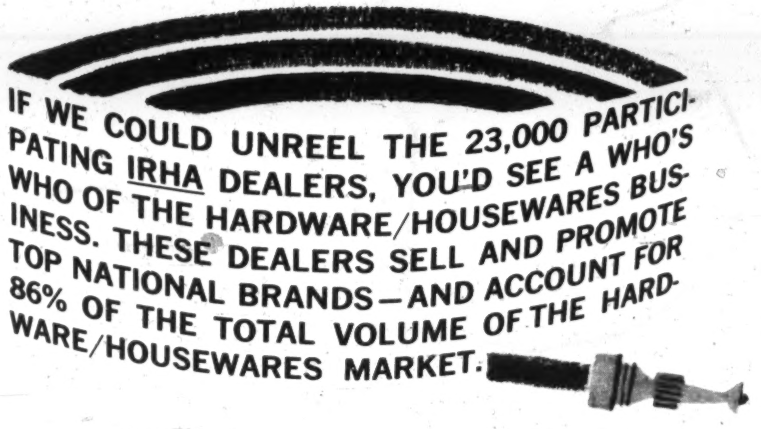
NOW! 1961 irha-POST HARD

(Here's your complete kit for

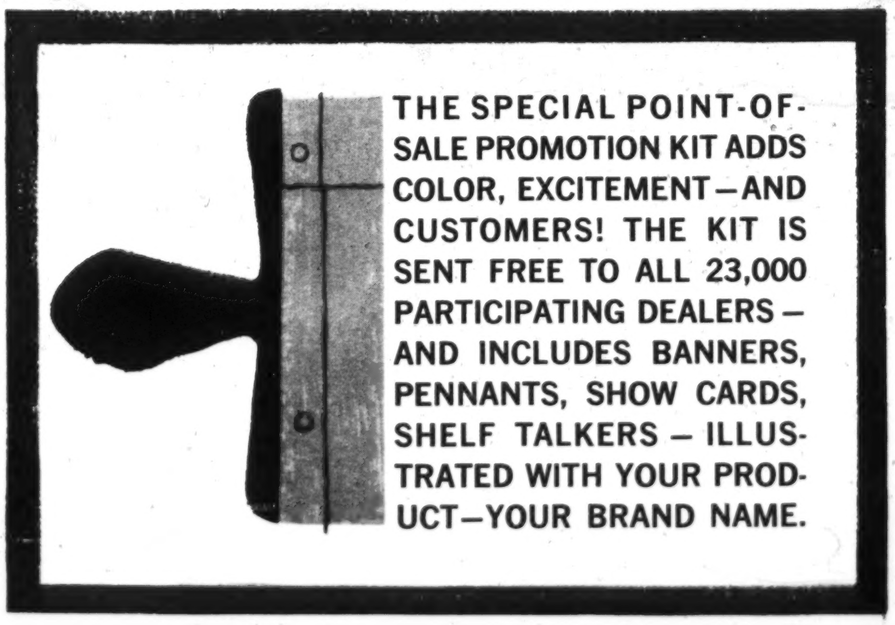
WANT TO DIG UP A BIGGER SHARE OF THE HARDWARE/HOUSEWARES MARKET IN 1961? SIGN UP NOW FOR THE 9TH ANNUAL IRHA-POST HARDWARE/HOUSEWARES WEEK PROMOTION – APRIL 20-29. YOUR AD WILL BE SPOTLIGHTED IN THE SPECIAL HARDWARE/HOUSEWARES WEEK SECTION OF THE APRIL 22 SATURDAY EVENING POST!



IN 1960, THE IRHA-POST HARDWARE/HOUSEWARES WEEK COOKED UP A STORM! SALES FOR PARTICIPATING DEALERS JUMPED 8.6% OVER LAST YEAR. (IN THE PAST EIGHT YEARS, IRHA DEALERS HAVE HAD A CUMULATIVE SALES BOOST OF OVER 90%.) AND IN 1960 HARDWARE/HOUSEWARES RETAILERS SPENT OVER $2.4 MILLION IN LOCAL TIE-IN ADVERTISING AND PROMOTION.



IF WE COULD UNREEL THE 23,000 PARTICIPATING IRHA DEALERS, YOU'D SEE A WHO'S WHO OF THE HARDWARE/HOUSEWARES BUSINESS. THESE DEALERS SELL AND PROMOTE TOP NATIONAL BRANDS—AND ACCOUNT FOR 86% OF THE TOTAL VOLUME OF THE HARDWARE/HOUSEWARES MARKET.

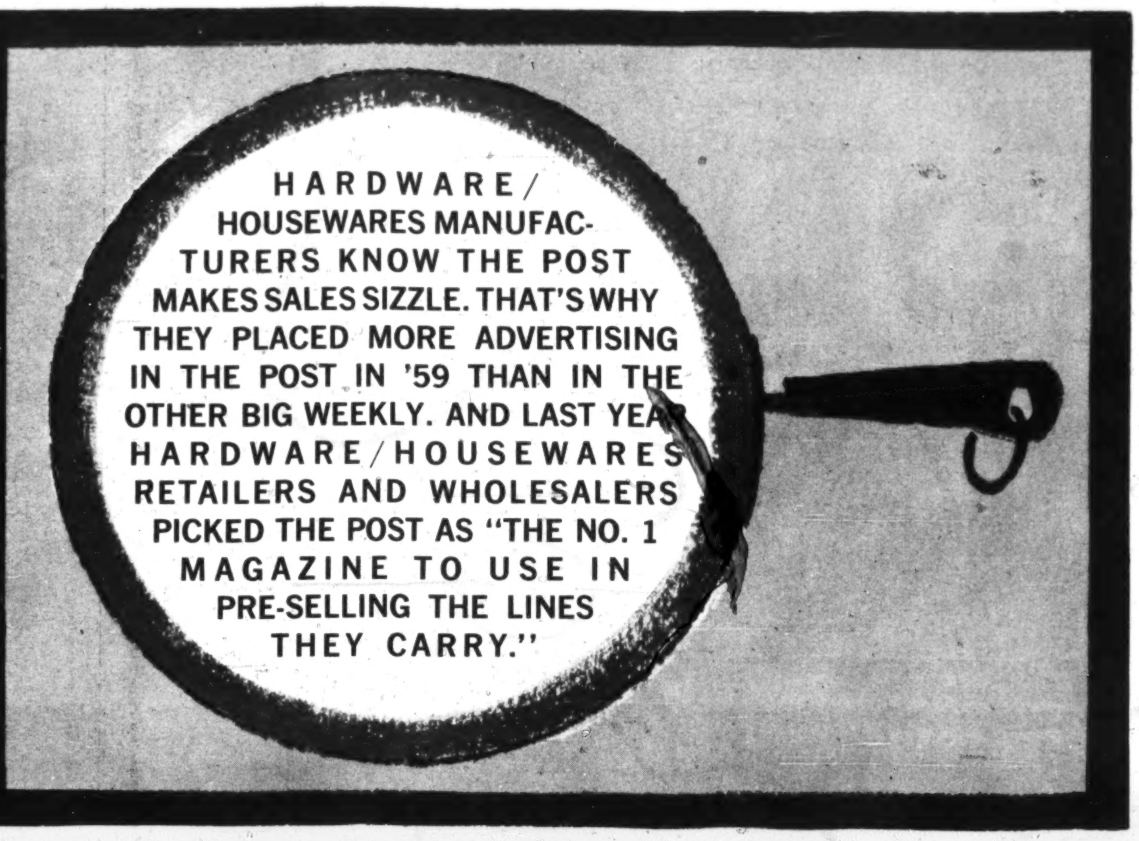


THE SPECIAL POINT-OF-SALE PROMOTION KIT ADDS COLOR, EXCITEMENT—AND CUSTOMERS! THE KIT IS SENT FREE TO ALL 23,000 PARTICIPATING DEALERS—AND INCLUDES BANNERS, PENNANTS, SHOW CARDS, SHELF TALKERS — ILLUSTRATED WITH YOUR PRODUCT—YOUR BRAND NAME.

WARE/HOUSEWARES WEEK

building bigger hardware sales!)

WATCH SALES CLIMB WITH A GIANT CONSUMER TIE-IN CONTEST. (CUSTOMERS MUST COME INTO THE STORE TO ENTER THE CONTEST.) LAST YEAR 830,000 CONSUMERS SIGNED UP IN HARDWARE / HOUSEWARES STORES; THE TOP PRIZE WAS A BRAND-NEW RAMBLER.



HARDWARE/ HOUSEWARES MANUFACTURERS KNOW THE POST MAKES SALES SIZZLE. THAT'S WHY THEY PLACED MORE ADVERTISING IN THE POST IN '59 THAN IN THE OTHER BIG WEEKLY. AND LAST YEAR HARDWARE/HOUSEWARES RETAILERS AND WHOLESALERS PICKED THE POST AS "THE NO. 1 MAGAZINE TO USE IN PRE-SELLING THE LINES THEY CARRY."

WANT TO WHIP UP MORE SALES NEXT YEAR? SIGN UP NOW FOR THE 1961 HARDWARE / HOUSEWARES WEEK — APRIL 20-29. GET ALL THE DETAILS FROM YOUR POST SALESMAN — OR WRITE BOB OWINGS, HARD-GOODS MARKETING MANAGER, THE SATURDAY EVENING POST, INDEPENDENCE SQUARE, PHILADELPHIA 5, PENNSYLVANIA.

A CURTIS MAGAZINE

The Saturday Evening

POST

THE INFLUENTIALS' MAGAZINE

READERS TURN AND RETURN TO YOUR AD PAGE IN THE POST — THE HI-FREQUENCY WEEKLY!

Clarify Guarantee Claims, NADA Asks Auto Manufacturers

WASHINGTON, Oct. 25—The National Automobile Dealers Assn. has called on auto manufacturers to spruce up their ads extending new car guarantees to 12,000 miles or 12 months.

NADA's reminder comes at a time when the Federal Trade Commission is getting edgy about the slowness of car manufacturers to comply with the commission's "Guides Against Deceptive Advertising of Guarantees" (AA, Oct. 17).

William Dixon, legal advisor on guides to the FTC's bureau of consultation, told ADVERTISING AGE that FTC now has requested a copy of the guarantee and tearsheets of the guarantee ads from all the manufacturers. He said the commission has slated face-to-face meetings "for the near future," adding that FTC already met with one manufacturer last week.

"There shouldn't be any serious legal arguments," Mr. Dixon said. "We expect the manufacturers to put certain qualifications in their guarantee ads, but quick."

■ The NADA board asked the car manufacturers to "inform the public in detail" as to the provisions of the warranties. Right now, the board pointed out, it is not clear what the warranties provide for in the way of parts, repair, and labor.

For example, the board noted, a number of inquiries have revealed that new car buyers don't understand that the warranty only applies to the workmanship, performance and the parts assembled at the factory.

Dealers have had to explain, the board said, that the warranty does not cover ordinary maintenance or repair as a result of routine wear and tear or owner neglect. Neither does this warranty apply to items such as tires, batteries and glass that are covered by separate guarantees, NADA said.

Unless manufacturers give the same kind of publicity to clarification of the facts as they did to the announcement of the new warranties, NADA said, it will lead to "additional confusion and subsequent customer dissatisfaction." #

AMERICAN METAL MARKET
"I start each Friday* with coffee and AMM"

*...and Monday, Tuesday, Wednesday, and Thursday . . . every metal buying day too

The important 80% of all metal sales are influenced by **AMERICAN METAL MARKET**

Paul Masson Sets Drive

Paul Masson Vineyards, Saratoga, Cal., will use two- and four-color pages and spreads in an expanded magazine campaign for its wines. *Cue*, *Holiday* and *Sports Illustrated* have been added to the schedule, which already includes *The New Yorker*, *Sunset Magazine* and the *Wall Street Journal*. Weiner & Gossage, San Francisco, is the agency.

Farson, Huff Promotes Five

Five staff promotions have been made by Farson, Huff & Northlich, Cincinnati: John J. Robinson, account supervisor to vp; J. E. Wagner, account executive to account supervisor; Barry E. Raut and Walter A. Reese, assistant account executives to account executives; and Walter R. Schulze, production manager to production supervisor.

Campbell Davis Walden Woodcock

BPA'S 500th—*Business Publications Audit President Adin L. Davis and Alfred S. Walden, president of Walden, Sons & Mott, Oradell, N. J., examine audit reports of the bureau's 500th and 501st publications members, admitted as BPA entered its 30th year this month. The publications were two of WS&M's. Thomas J. Campbell, BPA vp, and eastern division manager Delmar C. Woodcock look on. Twenty-five more publications have applied for membership.*

Armour to Launch Dabs

Armour Pharmaceutical Co., Chicago, will introduce Dabs, a vitamin-mineral tablet for pets, with a four-month schedule in *Suburbia Today*, beginning in November, and a 13-week schedule on the Saturday tv show, "Pet Life," on KTLA, Los Angeles, and KTVU, San Francisco. The monthly supplement ad will carry a coupon offering a 50-tablet package for $1. The regular retail price of Dabs is $1.25.

Blake Reopens Agency

Wally Blake has reopened Wally Blake Advertising, with offices at 856 Holt Ave., El Centro, Cal., following a nine-month, 23-state tour of shopping centers. The agency will offer consulting services to promoters and shopping centers desiring assistance in arranging their own promotions and will act as a clearing house for shopping center promotions.

Revco Moves to Swink

Revco Inc., Deerfield, Mich., manufacturer of freezers and refrigerators, has appointed Howard Swink Advertising, Marion, O., to handle its advertising. Fuller & Smith & Ross, Chicago, formerly handled the account.

Curran Joins Mellor

R. Thomas Curran, formerly an account executive with Supervision Inc., has joined Mellor Advertising Agency, Elmira, N. Y., as an account executive.

ANNOUNCING... "a new dimension at POINT-OF-SALE"

with product competition in today's market place focusing close attention on the dynamic role POINT-OF-SALE performs in the overall marketing structure, the medium is experiencing increased pressure from the advertiser for fresh and vigorous promotional ideas. rallying to meet the challenge, a group of leading POS organizations announce the forming of aPOSa.

founded on the principle that the advertiser's growing need for greater CREATIVITY at the POINT-OF-SALE can best be served in an environment free of the dictates of big volume production equipment—aPOSa, more than a year in the planning, makes its initial membership drive.

the purposes and objectives of aPOSa, supplemented with an extensive series of constructive activities, are designed to attract membership from the POS industry, advertising agencies, advertisers and those organizations and individuals engaged in a CREATIVE pursuit related to the interest of POS. it is the serious aim of aPOSa to foster and inspire, through emphasis on CREATIVITY, a continuing interchange of ideas and information between its members and its public. it hopes ultimately to gain greater stature and prestige for the medium and the members of aPOSa through the fulfillment of its primary responsibilities to the total advertising concept.

aPOSa

association of POINT·OF·SALE agencies

we, the founding members of a**POS***a* *sincerely invite your inquiry*

ADVERTISING DISPLAY CORP. OF AMERICA
12 east grand avenue, chicago 11, ill.

BERGER-RIVENBURGH
469 east ohio street, chicago 11, ill.

DEALER SALES BUILDERS
1736 stockton, san francisco, calif.

TOM HELZER, INC.
p.o. box 7312, dallas 9, texas

THE HOWARD CO., INC.
north avenue at 51st street, milwaukee 8, wis.

RUSSELL S. KRIBS ASSOCIATES
111 s. bemiston avenue, st. louis 5, mo.

aPOSa purposes, objectives, membership qualifications and application are embodied in "a new dimension at POINT-OF-SALE"—a copy anxiously awaits your request.

mail this coupon to: association of POINT-OF-SALE agencies, 208 north wells street, chicago 6, illinois.

*name*________________ *title*________

*name of company*________________

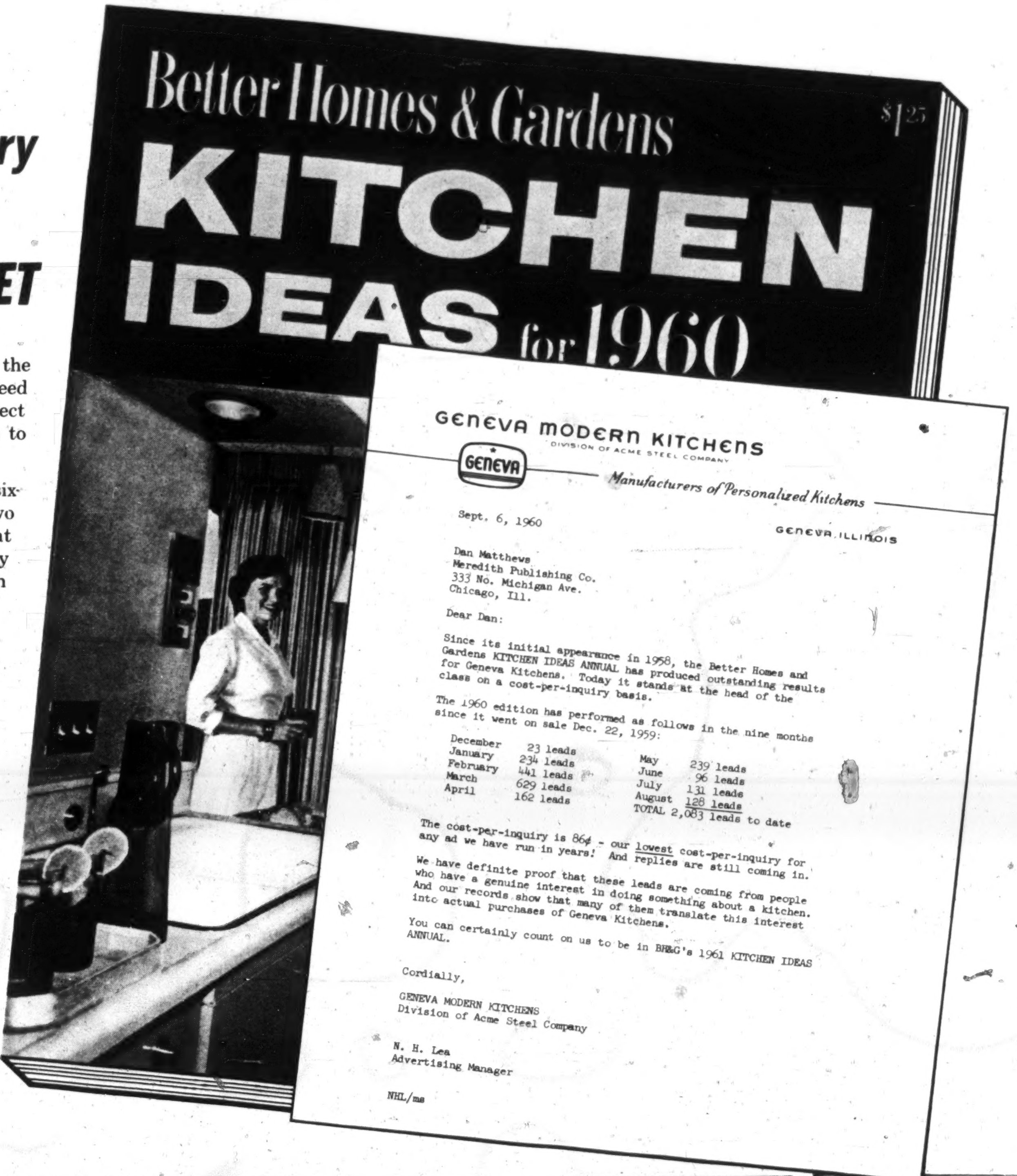
*nature of business*________________

*address*________________

THESE SPECIFIC FIGURES PROVE:

"...lowest cost-per-inquiry

for any ad we've run in years!"


Better Homes & Gardens
$1.25
KITCHEN
IDEAS for 1960

GENEVA MODERN KITCHENS
DIVISION OF ACME STEEL COMPANY
GENEVA
Manufacturers of Personalized Kitchens

Sept. 6, 1960

GENEVA, ILLINOIS

Dan Matthews
Meredith Publishing Co.
333 No. Michigan Ave.
Chicago, Ill.

Dear Dan:

Since its initial appearance in 1958, the Better Homes and Gardens KITCHEN IDEAS ANNUAL has produced outstanding results for Geneva Kitchens. Today it stands at the head of the class on a cost-per-inquiry basis.

The 1960 edition has performed as follows in the nine months since it went on sale Dec. 22, 1959:

December	23 leads		
January	234 leads	May	239 leads
February	441 leads	June	96 leads
March	629 leads	July	131 leads
April	162 leads	August	128 leads
		TOTAL	2,083 leads to date

The cost-per-inquiry is 86¢ - our lowest cost-per-inquiry for any ad we have run in years! And replies are still coming in.

We have definite proof that these leads are coming from people who have a genuine interest in doing something about a kitchen. And our records show that many of them translate this interest into actual purchases of Geneva Kitchens.

You can certainly count on us to be in BH&G's 1961 KITCHEN IDEAS ANNUAL.

Cordially,

GENEVA MODERN KITCHENS
Division of Acme Steel Company

N. H. Lea
Advertising Manager

NHL/ms

Typical success story proves IT PAYS TO PICK YOUR MARKET

You, like Geneva Kitchens, will find that the readers of a BH&G Idea Annual are indeed "*genuinely interested*" in the Annual's subject matter! You, too, can use these idea-books to garner low-cost leads and excellent sales.

Better Homes and Gardens now publishes six specialized Idea Annuals. In 1961, almost two million people will spend $1.25 per copy. What better proof of their readiness to spend money in the special areas of interest on which each Annual focuses?

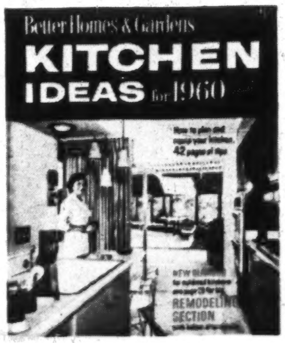
For advertisers, the Rate Bases for each Annual shown below represent a picked group of prime prospects—readers who are keenly interested, active, ready—and able—to *buy*.

Isn't this precisely the *responsive audience* you want for your own "advertising success story?"

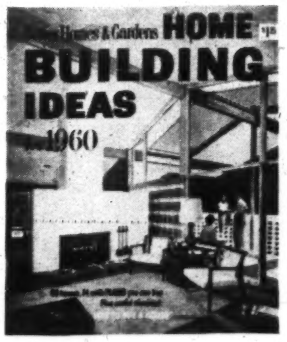
CHOOSE FROM THESE

BIG SIX

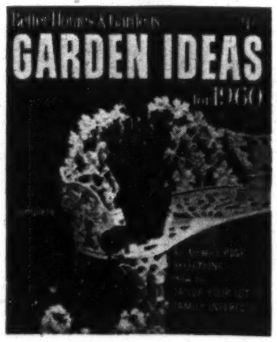
to reach special, ready-to-buy prospects


Better Homes & Gardens
KITCHEN
IDEAS for 1960
REMODELING SECTION

Rate Base: 225,000
Closes: Oct. 13, 1961
On Sale: Dec. 20, 1961


Better Homes & Gardens HOME
BUILDING
IDEAS
for 1960

Rate Base: 185,000
Closes: Nov. 15, 1960
On Sale: Jan. 19, 1961


Better Homes & Gardens
GARDEN IDEAS
for 1960

Rate Base: 135,000
Closes: Dec. 15, 1960
On Sale: Feb. 18, 1961

Better Homes & Gardens 1961
HOME
IMPROVEMENT
IDEAS
How to build space-saving STORAGE UNITS that are both specialized and decorative
RESTYLING KITCHENS for increased efficiency
SPECIAL! FINISHING BONUS SPACE in ATTICS, BASEMENTS, and GARAGES

Rate Base: 165,000
Closes: June 15, 1961
On Sale: Aug. 18, 1961

Better Homes & Gardens HOME
FURNISHINGS
IDEAS for 1961

Rate Base: 475,000
Closes: July 15, 1961
On Sale: Sept. 20, 1961

Better Homes & Gardens
CHRISTMAS
IDEAS
for 1960

Rate Base: 600,000
Closes: Aug. 15, 1961
On Sale: Oct. 20, 1961

MEREDITH of DES MOINES . . . *America's biggest publisher of ideas for today's living and tomorrow's plans*

Coming Conventions

*Indicates first listing in this column.

Oct. 30-Nov. 3. Financial Public Relations Assn., 45th annual convention, Hotel Statler-Hilton, Boston.

Nov. 1-3. Point-of-Purchase Advertising Institute, 14th annual symposium and exhibit, New York Coliseum.

Nov. 2-3. American Assn. of Advertising Agencies, eastern region annual conference, Biltmore Hotel, New York.

Nov. 5-6. National Federation of Advertising Agencies, eastern states meeting, Boston.

Nov. 12-13. National Federation of Advertising Agencies, central states meeting, St. Louis.

Nov. 13-16. Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va.

Nov. 13-16. National Newspaper Promotion Assn., eastern regional convention, Sheraton Hotel, Rochester, N.Y.

Nov. 14. National Business Publications, San Francisco regional conference, Jack Tar Hotel.

Nov. 14-15. National Assn. of Broadcasters, fall conference, Statler Hilton Hotel, Washington, D. C.

Nov. 14-16. Broadcasters' Promotion Assn., annual convention, Sheraton Charles Hotel, New Orleans.

Nov. 14-16. Southern Newspaper Publishers Assn., 57th anniversary convention, Boca Raton Hotel and Club, Boca Raton, Fla.

Nov. 16. Associated Business Publications, fall conference, Hotels Ambassador, Chicago.

Nov. 16-18. Television Bureau of Advertising, annual meeting, Waldorf-Astoria, New York.

Nov. 17. National Business Publications, Los Angeles regional conference. Sheraton-West Hotel.

Nov. 17-19. Junior Panel Outdoor Advertising Assn., annual convention, Pittsburgh Hilton Hotel, Pittsburgh.

Nov. 18-19. Advertising Federation of America, 8th District conference, Holiday Inn, Madison, Wis.

Nov. 21-22. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 28-29. National Assn. of Broadcasters, fall conference, Biltmore Hotel, New York.

Nov. 30. American Assn. of Advertising Agencies, east central region annual meeting, Statler Hilton Hotel, Detroit.

Dec. 13. Assn. of National Advertisers, workshop on "Gaining Sales Force and Trade Support for Your Promotional Program," The Plaza, New York.

Dec. 28-30. American Marketing Assn., winter conference, Coronado Hotel, St. Louis.

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, New York.

*Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 28-31, 1961. Advertising Federation of America, annual convention, Park Sheraton Hotel, Washington, D. C.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

B-I-F Promotes Brex, Ross

B-I-F Industries, Providence, R. I., has promoted Charles J. Brex Jr. to director of public relations, and has named Edward C. Ross, assistant advertising manager, to succeed Mr. Brex as ad manager.

G. E. Laboratories to Foley

G. E. Laboratories, Shamokin, Pa., manufacturer of Troutman's cough syrup, has appointed Richard A. Foley Advertising Agency, Philadelphia, to handle its advertising. Magazines, trade publications, some radio and tv is being used. Foley also has been named to handle advertising for Henry E. Sanson & Sons, Philadelphia, supplier of oils and chemicals.

WTRF-TV STORY BOARD

Hear about the two feuding nudists who are barely talking?

wtrf-tv Wheeling

T. R. Effic! Needham Smith reports that the favorite expression of the rabbit is "As I live and breed."

Wheeling wtrf-tv

The bride carried Four Roses . . . rather well!

wtrf-tv Wheeling

Man versus plants: Many a man thinks he's being cultivated when he's only being trimmed.

Wheeling wtrf-tv

You're not the master of your home until the wife puts "His" and "His" towels in the bathroom.

wtrf-tv Wheeling

When you're in the MARKET to sell a product or a service, you'll want the Wheeling-Steubenville Industrial Ohio Valley Market dominated by WTRF-TV from Wheeling. Hollingbery will arrange it!

Wheeling wtrf-tv

An actress sued for divorce on the grounds of "compatibility"—she was bored to death.

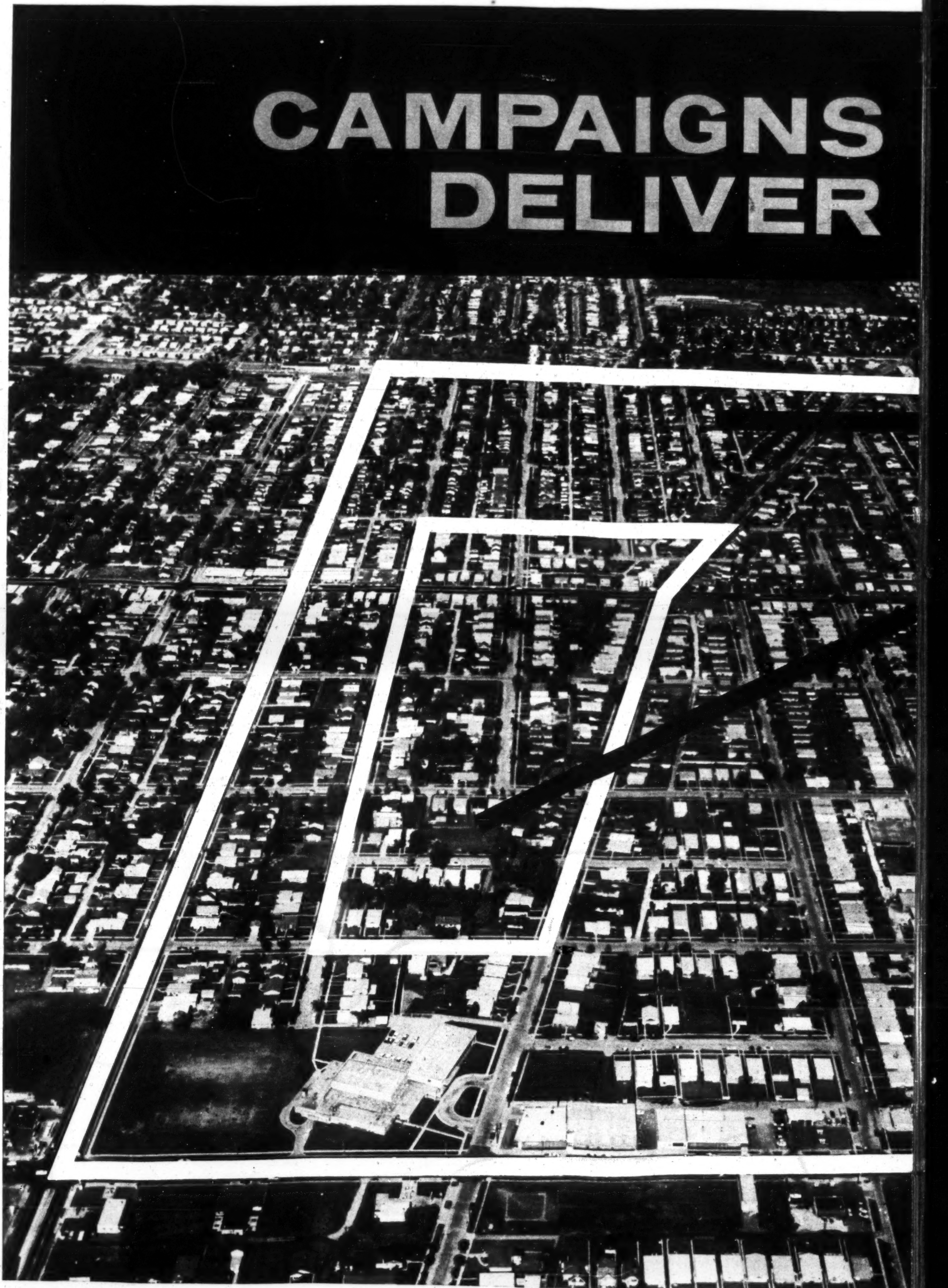
wtrf-tv Wheeling

What is it? What nature's forgotten, some stuff with cotton.

wtrf-tv Wheeling

Make a note to buy WTRF-TV. Sell the nation's 22nd Television Coverage Area from Wheeling.

CHANNEL SEVEN • WHEELING, WEST VIRGINIA



Industrial Admen Have Inferiority Complex: Bissell

TORONTO, Oct. 25—Scratch an industrial adman and you'll find an inferiority complex, according to H. D. Bissell, marketing vp of Minneapolis-Honeywell Regulator Co.

Speaking before the Toronto chapter of the Assn. of Industrial Advertisers last week, Mr. Bissell traced this inferiority complex to a variety of causes, ranging from brickbats from the public to the practice of many industrial managements to regard advertising simply as an expense, rather than an investment for profit.

"I'm afraid some of us have been exposed to so many expense reduction programs, aimed right off the bat at the advertising appropriation, that we almost get to think we are an expendable item ourselves," he said.

"Also," he said, "we see ourselves as being on the defensive side in society, sort of suspect. Instead of being proud of our profession and its contribution to human progress, we secretly wonder if we are actually accomplishing what we claim we do. Since we are in a business where any amateur is an expert, we find ourselves second guessed on occasion to the point where we lose personal confidence in what we know we know."

■ To improve both public and management views of advertising, "we've got to do a considerably better job of building character for ourselves all along the line," he said. And the first place to start in building respect "is in our own company with our own management. For the ethics of our advertising inevitably become the public's idea of the ethics of the companies we represent."

An ad manager or sales manager will never command respect, he asserted, "if he is not fundamentally a good business man. Most advertising men do not have a general knowledge of business as a whole. They can't read a balance sheet. They are generally never faced with the final responsibility for producing a profit . . . Not enough in our profession understand the discount structures and the problems of our distributors. We become compartmented in our advertising life." #

BRAND-NEW
Everlasting

SMUDGE JUDGE—*Remington Rand's office machines-supplies division introduces its long-lasting, smudge-proof carbon paper with this two-color ad in the November Today's Secretary. B&w pages follow in other publications. Gardner Advertising Co. is the agency.*

NBP Admits Garden State and Wallace's 15th

Canadian Pit & Quarry, published by Wallace Publishing Co., Montreal, has been admitted as a Canadian affiliate member publication of National Business Publications. It is Wallace's 15th publication to join NBP.

NBP has also admitted Garden State Publishing Co., Sea Isle City, N. J., with its two publications—*Broiler Industry* and *Eastern Feed Merchant*, bringing its member publications to 209.

BY DONNELLEY YOUR MARKET!

THIS IS A CITY

Contains all kinds of homes, all kinds of people

THIS IS A POSTAL ZONE

Covers up to 12 square miles . . . usually contains many levels of family income

THIS IS A DONNELLEY TARGET MARKET

A compact area of "live-alike, buy-alike" families

WHEN DONNELLEY SINGLES OUT THE MARKETS that match your product profile, there's no waste of direct mail dollars, no question of reaching only the best prospects for your product.

This pinpoint selection is made for you with Donnelley TARGET MARKETS—compact areas of families who have the same economic stature . . . who live alike and buy alike.

To make sure that these areas are homogeneous and always up to date, Donnelley research goes into the field and literally makes on-the-spot measurements of thousands of areas . . . in hundreds of cities throughout the nation. Not only in major markets, but also in hundreds of secondary markets, such as Rome, Georgia; Mountain View, California; Bloomington, Illinois; and Valley Stream, New York—to give but four of hundreds of examples.

To make these TARGET MARKETS pay off for *you*, Donnelley matches each area with an accurate mailing list. This means that Donnelley, after careful analysis of your product and market requirements, can help you select the markets that precisely meet your needs . . . can then give you *complete* mail coverage of the live-alike, buy-alike families in these markets.

To find out how accurately a Donnelley TARGET MARKET campaign can deliver *your* market—with complete planning-creative-mailing service—write or phone your nearest Donnelley office, today.

THE REUBEN H. DONNELLEY CORPORATION (Direct Mail Division)

- 407 East 25th Street, Chicago 16, Ill.
- 4632 Santa Monica Blvd., Los Angeles 29, Calif.
- 230 East Sandford Blvd., Mt. Vernon, N. Y.

BACON'S ALL NEW 1961 PUBLICITY CHECKER

Now with perforated and gummed revisions

FOR FAST, EASY UP-TO-DATE CHANGES

BACON'S
PUBLICITY
CHECKER

- Over 3500 Listings
- 99 Market Groups
- Business, Farm, Consumer Magazines
- Coded for Type of Publicity Accepted
- Quarterly Revisions
- 352 pages—6-3/4" x 9-3/4"
- Rugged Spiral Fabricoid
- Lays Flat in Use

SENT ON APPROVAL
$25.00
with revisions Feb., May, August

THE ACCEPTED TOOL FOR EFFECTIVE PUBLICITY HANDLING

The Standard directory for release lists. New revision paste-overs will allow you to stay 100% up-to-date. Easy to use . . . complete...accurate.

ORDER NOW FOR 1961

BACON'S CLIPPING BUREAU
14 East Jackson Blvd.
Chicago 4, Illinois

October Pages and Linage in Farm Publications

Current Figures for U. S. and Canadian Publications Reporting to Advertising Age

KEY: (mon)-monthly; (sm)-semi-monthly; (bm)-bi-monthly; (bw)-bi-weekly; (w)-weekly; (d)-daily; (q)-quarterly.

General Farm Publications

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
§American Agriculturist (sm)	24.6	34.7	280.0	295.7	17,904	25,288	203,822	214,402	15,708	22,997
§Arizona Farmer-Ranchman (bw)	52.8	58.9	582.1	578.8	39,949	44,588	440,056	437,612	38,463	43,363
Arkansas Farmer: (mon)										
#Delta Edition	10.1	11.6	174.5	172.3	7,646	8,762	131,949	130,283	7,244	8,108
#Western Edition	10.8	12.4	154.9	167.8	8,178	9,348	117,115	126,891	7,776	8,714
Average 2 Editions	10.4	12.0	164.7	170.1	7,912	9,055	124,533	128,587	7,510	8,411
†Business Farming (mon)	18.9	24.0	309.6	309.4	8,505	10,822	139,361	139,298	6,601	9,023
California Farmer: (sm)										
Central Valley Edition	39.8	——	411.0	——	26,497	——	301,911	——	25,722	——
Northern & Comb. Ed.	48.5	47.7	456.6	464.0	32,274	33,196	336,184	364,324	31,499	32,535
Southern Edition	41.5	45.5	393.2	437.1	27,611	31,715	288,256	343,425	26,500	31,889
Average 3 Editions	43.2	46.6	420.2	450.5	28,794	32,455	308,783	353,874	27,907	31,889
Colorado Rancher & Farmer (sm)	31.0	30.3	380.3	367.9	23,470	22,942	287,796	278,401	21,118	20,877
Dakota Farmer (sm)	41.4	68.7	521.2	676.1	32,465	53,932	408,679	530,070	31,528	52,126
Electricity on the Farm (mon)	12.9	12.2	92.5	91.4	4,462	4,210	31,930	31,545	——	——
Farm Journal: (mon)										
#Central Edition	95.0	103.3	842.8	859.5	40,741	44,300	361,543	368,725	39,072	42,714
#Eastern Edition	79.5	88.6	697.6	772.2	34,093	38,011	299,273	331,262	32,424	36,425
#Southeastern Edition	71.1	78.9	584.2	669.5	30,518	33,863	250,642	287,224	28,849	32,277
#Southwestern Edition	70.0	78.9	592.1	669.5	30,017	33,863	254,003	287,224	28,348	32,277
#Western Edition	95.0	93.9	726.4	823.4	40,742	40,298	311,633	353,230	39,073	38,712
Average 5 Editions	82.1	91.2	688.6	781.1	35,220	39,118	295,418	335,110	33,553	35,032
††Farm Quarterly (q)	——	——	299.4	295.5	——	——	138,323	136,521	39,705	41,118
The Farmer (sm)	78.3	80.5	848.9	916.6	61,416	63,129	665,504	718,615	55,394	56,720
**Farmer-Stockman: (mon)										
#Oklahoma Edition	27.1	28.2	310.7	321.6	20,599	21,424	236,136	236,975	17,363	18,009
#Texas Edition	23.8	23.3	291.4	272.6	18,068	17,686	221,676	197,675	15,972	14,817
Average 2 Editions	25.5	25.7	301.2	297.1	19,334	19,555	228,907	217,325	16,668	16,413
Georgia Farmer: (mon)										
#North Edition	5.5	6.4	125.7	105.4	4,160	4,875	95,095	79,681	3,838	4,415
#South Edition	4.9	6.4	148.3	119.7	3,708	4,875	112,139	90,542	3,386	4,415
Average 2 Editions	5.2	6.4	137.0	112.6	3,934	4,875	103,617	85,112	3,612	4,415
Indiana Farmer (sm)	12.7	11.0	153.0	143.4	9,972	8,609	119,929	112,453	7,739	6,350
Michigan Farmer (sm)	46.6	48.6	531.6	592.9	35,797	37,352	408,263	455,331	29,986	31,366
Mississippi Farmer: (mon)										
#Delta Edition	5.8	6.1	130.2	87.2	4,380	4,637	98,478	65,982	4,008	4,094
#Eastern Edition	6.2	5.9	109.2	81.1	4,644	4,445	82,581	61,337	4,272	3,902
Average 2 Editions	6.0	6.0	119.7	84.2	4,512	4,541	90,530	63,659	4,140	3,998
§Missouri Ruralist (sm)	44.7	52.1	346.7	383.2	33,973	39,567	263,489	291,223	28,195	32,597
Montana Farmer-Stockman (sm)	54.4	55.3	586.4	603.9	41,090	41,788	443,317	456,539	24,643	28,068
Nebraska Farmer (sm)	86.3	95.5	860.9	934.6	65,239	72,188	651,024	707,530	53,094	56,361
New England Homestead (sm)	20.9	28.8	262.4	310.7	14,644	20,179	183,649	217,471	10,958	15,926
New Mexico Farm & Ranch (mon)	17.1	15.7	203.9	156.7	12,898	11,854	154,444	118,464	12,800	11,735
Ohio Farmer (sm)	53.1	58.5	633.3	729.6	40,754	44,939	486,346	560,302	32,197	36,266
§Pacific Northwest Farm Quad: (sm)										
The Idaho Farmer	27.9	36.9	320.3	344.2	21,124	27,898	242,198	260,235	20,928	27,562
The Oregon Farmer	27.7	32.0	299.0	312.6	20,963	24,219	226,078	236,361	20,963	24,177
The Washington Farmer	28.7	30.9	319.5	320.9	21,695	23,368	241,593	242,615	21,695	23,326
The Utah Farmer	28.7	38.1	306.4	345.0	21,726	28,823	231,692	260,837	21,474	28,025
Pennsylvania Farmer (sm)	36.4	41.2	446.6	522.3	27,962	31,468	342,971	401,092	24,088	27,898
Prairie Farmer: (sm)										
#Illinois Edition	863.3	101.7	978.5	1,032.7	62,850	74,055	712,352	751,855	53,980	63,638
#Indiana Editions	80.8	98.1	934.7	983.8	58,844	71,421	680,542	716,268	49,974	61,004
Average 2 Editions	83.5	99.9	956.6	1,008.3	60,847	83,390	696,447	661,327	51,977	62,321
#Progressive Farmer: (mon)										
Carolina-Va. Edition	63.9	71.5	708.7	738.7	43,506	48,617	481,913	502,333	41,393	46,714
Ga.-Ala.-Fla. Edition	63.4	68.7	711.1	733.6	43,118	46,742	483,508	498,850	40,876	44,639
Ky.-Tenn.-W. Va. Ed.	62.7	69.0	668.4	691.7	42,660	46,923	454,536	470,372	40,692	45,209
Miss.-La.-Ark. Edition	61.2	63.3	659.7	703.3	41,616	43,076	448,631	478,254	39,499	41,179
Texas Edition	63.7	67.0	684.5	729.8	43,345	45,557	465,457	496,286	41,108	43,192
Average 5 Editions	63.0	67.9	686.5	719.4	42,849	46,184	466,809	489,221	40,714	44,187
‡§Rural New-Yorker: (m)										
New York-New New England Edition	15.9	28.7	187.9	262.7	12,115	21,907	143,457	204,427	9,735	17,760
Penn-Jersey Farming Ed.	14.8	26.4	176.9	231.6	11,162	20,146	134,713	177,993	8,872	16,259
*Southern Planter: (mon)										
#Va., W. Va., Md., Del. Edition	19.7	18.7	229.7	195.1	13,783	13,104	160,880	136,545	13,445	12,721
#N. Car., S. Car., Ga. Ed.	14.6	——	195.4	——	10,187	——	136,736	——	9,849	——
Average 2 Editions	17.2	——	212.6	——	11,985	——	148,808	——	11,647	——
#Successful Farming (mon)	77.5	83.8	754.8	786.3	34,873	37,728	339,664	353,852	——	——
Wallaces' Farmer (sm)	84.4	106.0	924.0	1,043.1	66,166	83,062	724,398	817,804	56,225	69,782
||§Weekly Star Farmer: (w)										
Kansas Edition	14.0	18.0	132.5	151.1	34,273	44,289	326,518	372,333	19,485	25,077
Missouri Edition	15.7	25.4	136.9	163.9	38,609	62,724	337,313	404,028	20,481	39,027
Okla.-Ark. Edition	12.1	15.7	113.0	132.5	29,920	38,769	278,474	326,712	18,001	23,097
Average 3 Editions	13.9	19.7	127.5	149.2	34,267	48,594	314,102	367,691	19,323	29,067
Western Crops & Farm Management (mon)	18.0	15.0	225.2	195.3	7,751	6,450	96,645	84,346	7,751	6,450
Western Farm Life: (sm)										
#Regular Edition	21.4	26.8	186.9	213.0	16,781	21,005	146,571	167,001	9,014	11,523
#Eastern Edition	26.0	31.9	238.0	288.4	20,358	24,999	186,608	226,083	12,647	15,517
Average 2 Editions	23.7	29.8	212.5	251.2	18,570	23,002	166,590	196,942	10,830	13,520
Wisconsin Agriculturist & Farmer (sm)	58.6	73.2	619.8	730.4	45,951	54,923	478,716	555,705	47,189	55,119
Wyoming Stockman-Farmer (mon)	46.4	42.0	444.2	416.6	36,414	32,176	341,422	320,610	28,214	27,103
Total Group	1,366.2	1,543.6	15,244.6	15,982.9	1,102,921	1,291,987	12,131,980	12,853,401	958,918	1,110,013

#Not included in totals. §Not included in totals because October figures were unavailable as this issue went to press. September figures are shown. †Formerly New Jersey Farm & Garden. ††Effective May, 1960, Farm Quarterly published in February, May, August and November; cumulative figures shown are for August issue. ‡Became monthly publication effective with March, 1960, issue. *Regional editions first published January, 1960. **Changed from 428-line page to 760-line page February, 1959. ||Four issues September, 1960; five issues September, 1959.

Newspaper-Distributed Farm Sections

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
Iowa Farm & Home Register (mon)	13.1	18.7	168.0	183.7	13,053	18,770	168,853	183,811	12,751	18,414

Farm Organizations & Education

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
Agricultural Leaders' Digest (mon)	4.7	8.1	66.5	79.4	1,999	3,483	28,512	34,227	1,999	2,411
†Better Farming Methods: (mon)										
#Eastern Edition	13.3	23.1	193.1	94.0	5,709	9,924	82,852	40,339	5,709	9,495
#Central Edition	16.2	24.5	213.1	101.8	6,970	10,520	91,438	43,659	6,970	10,091
#Southern Edition	14.8	22.1	204.6	87.5	6,345	9,495	87,760	37,546	6,345	9,066
#Western Edition	13.3	22.3	192.9	87.6	5,709	9,551	82,762	37,560	5,709	9,122
Average 4 Editions	14.4	23.0	200.9	246.7	6,183	9,873	86,203	105,813	6,183	9,444
California Farm Bureau Monthly (mon)	13.1	9.9	119.9	101.9	9,947	7,459	90,660	77,075	9,492	7,011
Cooperative Digest (mon)	8.5	5.5	70.4	74.4	3,570	2,310	29,568	31,565	3,570	2,310
County Agent & Vo-Ag Teacher (mon)	20.9	30.7	235.5	258.8	8,961	13,164	101,021	110,927	8,961	13,164
§Iowa Farm Bureau Spokesman (w)	43.8	44.3	431.4	420.8	44,460	44,964	471,171	471,675	42,513	42,885
Michigan Farm News (mon)	2.2	1.7	22.8	22.4	5,238	4,134	53,064	52,395	4,858	3,654
Missouri Farmer (mon)	13.9	13.5	130.4	126.4	5,856	5,668	54,892	53,160	5,036	4,789
National 4-H News (mon)	19.3	17.0	189.6	181.7	8,097	7,133	79,631	76,322	8,097	7,133
National Future Farmer (bm)	36.6	34.6	175.7	149.2	15,821	14,841	76,201	64,376	15,821	14,841
Nation's Agriculture (mon)	3.6	6.0	47.5	73.1	1,691	2,679	21,368	32,900	——	——
Ohio Farm Bureau News (mon)	12.6	9.6	137.8	103.2	5,665	4,331	62,153	46,770	——	——
§Washington Grange News: (sm)										
#East Edition	13.2	11.4	123.9	130.1	14,322	12,316	134,089	141,501	14,014	11,945
#West Edition	13.0	10.0	122.8	123.8	14,112	10,892	132,579	134,375	13,804	10,521
Average 2 Editions	13.1	10.7	123.4	126.8	14,217	11,604	133,734	137,802	13,909	11,233
Total Group	193.6	193.9	1,951.8	1,964.8	131,705	131,643	1,288,178	1,295,007	120,439	118,875

#Not included in totals. §Not included in totals because October figures were unavailable as this issue went to press. September figures are shown. †Regional editions first published July, 1959.

Dairy & Livestock

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
†Breeder's Gazette: (mon)										
#National Edition	18.2	22.9	193.4	174.9	7,813	9,844	82,995	75,131	3,205	7,279
#Regional #1 Edition	18.2	——	200.0	——	7,813	——	85,790	——	3,205	——
Average 2 Editions	18.2	——	196.7	——	7,813	——	84,392	——	3,205	——
The Cattleman (mon)	108.5	116.8	961.6	962.1	45,553	49,067	403,966	404,026	14,161	16,125
‡*§Corn Belt Farm Dailies: (d)										
Chicago Daily Drovers Journal	40.0	49.6	268.3	299.8	86,171	106,817	578,541	646,359	41,726	55,186
Kansas City Daily Drovers Telegram	30.1	39.6	238.9	291.6	65,923	85,721	515,010	628,612	39,241	50,669
Omaha Daily Journal-Stockman	51.2	54.0	304.3	331.8	110,497	116,332	656,016	715,436	79,795	77,237
St. Louis Daily Livestock Reporter	26.5	34.1	207.1	235.0	57,139	73,488	446,496	506,742	36,551	44,797
§Dairymen's League News (bw)	13.3	20.2	114.7	141.7	9,651	14,716	83,458	103,146	8,874	13,751
Florida Cattleman (mon)	81.9	88.1	731.8	744.1	34,407	37,018	307,355	308,495	21,427	21,228
Hoard's Dairyman (sm)	60.8	58.2	623.5	629.9	44,243	42,342	453,909	458,567	37,760	34,238
Livestock Breeder Journal (mon)	89.7	87.3	716.1	696.8	37,674	36,526	304,066	296,323	3,276	2,926
National Hog Farmer (mon)	21.6	26.1	234.2	203.5	21,925	26,492	237,715	206,553	21,763	25,510
National Live Stock Producer (mon)	16.5	17.0	181.6	175.8	12,016	12,757	133,941	129,786	11,581	11,848
Western Dairy Journal (mon)	31.8	63.1	385.3	458.6	13,650	27,091	165,187	196,736	10,393	10,991
Western Livestock Journal: (mon)										
Mts. & Plains Edition	77.4	81.4	716.2	696.3	33,222	34,922	307,125	298,742	12,632	10,954
Pacific Slope Edition	90.5	93.8	979.3	991.8	38,850	40,248	420,120	425,515	17,652	16,448
††§Western Livestock Reporter (w)	42.9	37.7	274.1	283.7	57,658	50,669	368,361	376,364	13,692	16,254
Total Group	800.9	867.0	7,133.7	7,142.5	676,392	754,206	5,465,658	5,701,402	373,729	408,162

#Not included in totals. §Not included in totals because October figures were unavailable as this issue went to press. September figures are shown. †Regional editions first published February, 1960. *Changed from 2,128-line page to 2,156-line page September, 1959. ‡Twenty-one issues September, 1960; 22 issues September, 1959. ††Four issues September, 1960; five issues September, 1959.

Poultry

	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
American Poultry Journal: (mon)										
#Egg Producer Eastern Edition	14.9	15.7	140.2	178.5	6,396	6,757	60,175	76,611	4,578	5,078
#Egg Producer Midwest Edition	15.2	21.0	157.3	193.1	6,538	9,010	67,490	82,867	5,223	6,518
#Egg Producer Southern Edition	16.0	17.7	161.4	203.3	6,895	7,605	69,281	87,221	5,077	5,793
#Egg Producer Pacific Edition	15.4	18.1	157.9	201.9	6,619	7,783	67,781	86,628	4,606	5,818
#Broiler Producer Edition	8.4	6.2	79.1	123.7	3,625	2,702	33,957	53,085	3,625	2,702
#Turkey Producer Edition	6.5	7.7	105.4	116.6	2,809	3,337	45,249	50,055	2,352	3,337
Average 6 Editions	76.6	86.6	801.7	1,017.4	32,882	37,194	343,933	436,467	25,461	29,246
‡Broiler Business (mon)	41.5	37.1	273.9	331.8	17,810	15,935	117,485	142,329	16,024	12,751
Broiler Industry (mon)	34.9	34.3	304.8	262.7	15,697	15,450	137,200	118,225	8,817	12,750
Everybody's Poultry Magazine (mon)	20.5	26.0	197.4	294.9	8,788	11,152	84,712	126,581	6,265	7,787
*§Georgia Poultry Times (w)	30.6	33.4	273.7	302.1	32,326	35,252	291,354	317,002	29,980	32,452
**§The Poultryman: (w)										
Dixie Edition	20.2	12.0	128.3	136.5	21,875	12,962	139,167	148,140	10,652	6,826
National Edition	17.9	11.2	115.9	130.0	19,426	12,143	125,826	141,027	9,980	6,238
New England Edition	23.4	15.2	156.3	169.3	25,411	16,494	169,600	183,684	14,208	9,588
New Jersey Edition	22.3	24.4	171.0	211.4	24,202	26,445	185,489	229,436	13,565	18,476
Poultry Tribune: (mon)										
#Eastern Edition	35.1	33.1	351.8	381.0	15,044	14,215	150,916	163,437	11,273	10,607
#Midwest Edition	37.2	34.3	352.5	374.8	15,966	14,695	151,207	160,768	12,265	10,267
#Pacific Edition	52.0	43.1	442.5	469.2	22,301	18,509	189,817	201,288	16,164	13,102
#Southeast Edition	40.2	33.4	398.8	428.5	17,242	14,332	171,092	183,839	13,103	10,473
#Southwest Edition	36.0	29.8	346.3	382.6	15,459	12,776	148,554	164,141	11,615	9,144
Average 5 Editions	40.1	34.7	378.4	407.2	17,202	14,905	162,316	174,693	12,884	10,718
††Turkey World: (mon)										
#Central Edition	46.6	——	394.7	——	20,002	——	169,344	——	9,280	——
#Eastern Edition	46.0	——	387.8	——	19,747	——	166,359	——	9,353	——
#Western Edition	49.0	——	391.8	——	21,040	——	168,102	——	9,925	——
Average 3 Editions	47.2	48.4	391.4	448.8	20,263	20,772	167,936	192,534	9,519	8,745
Total Group	375.2	363.3	3,192.8	3,712.1	235,882	218,705	1,925,018	2,210,118	157,355	155,577

#Not included in totals. §Not included in totals because October figures were unavailable as this issue went to press. September figures are shown. ‡Formerly Broiler Growing. *Four issues September, 1960; five issues September, 1959. ††Regional editions first published December, 1959. **Five issues September, 1960; four issues September, 1959.

Fruit & Vegetable

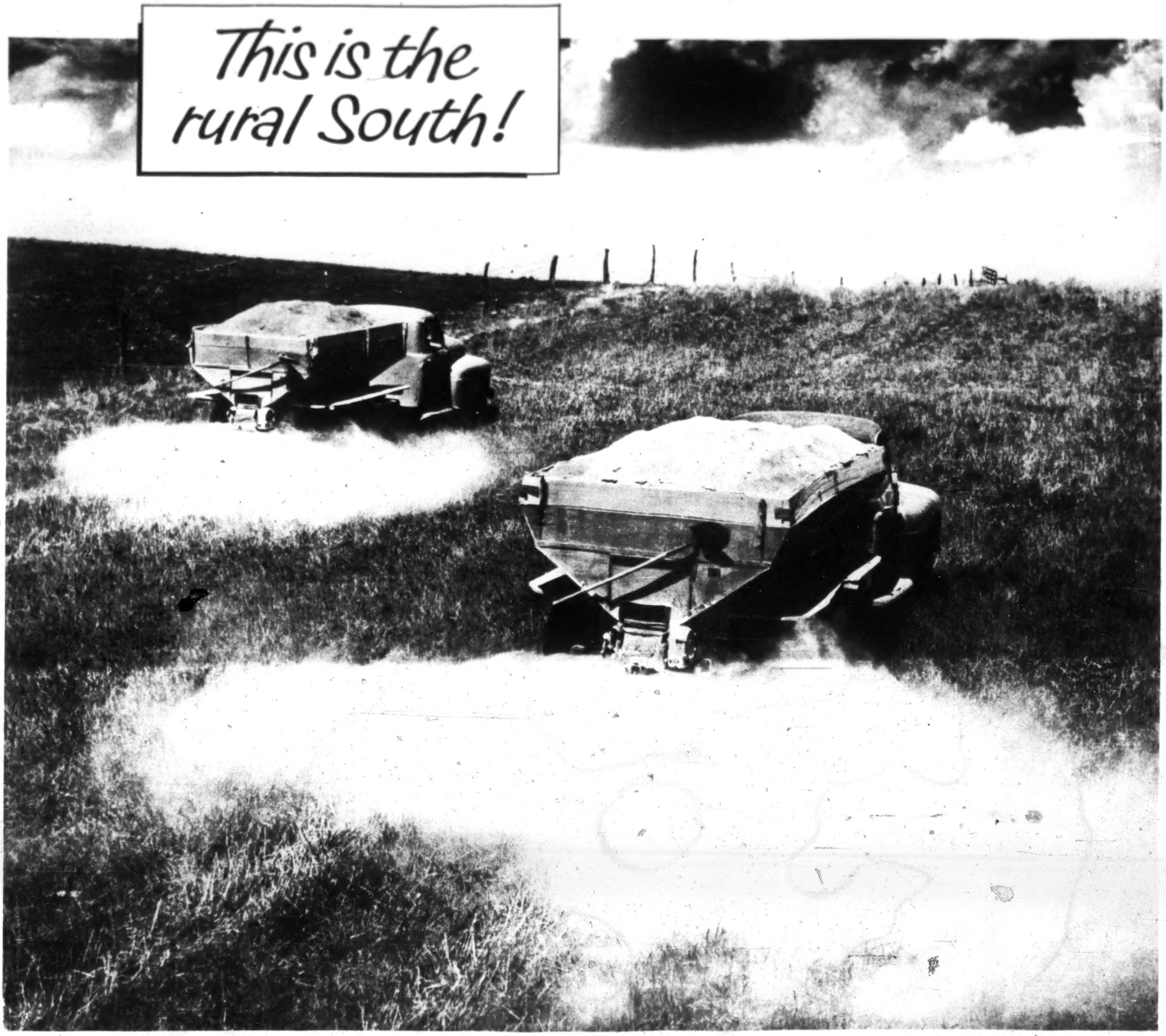
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
American Fruit Grower (mon)	8.0	13.7	313.0	291.6	3,467	5,931	135,218	125,958	3,109	5,610
American Vegetable Grower (mon)	12.0	12.2	261.6	297.6	5,168	5,279	113,014	128,561	4,917	5,056
California Citrograph (mon)	25.1	22.6	226.0	209.6	16,842	15,204	151,784	140,870	16,534	14,924
Florida Grower & Rancher (mon)	27.1	29.1	251.2	260.1	18,398	19,853	170,931	176,898	17,660	18,753
Western Fruit Grower (mon)	25.7	19.3	275.7	270.9	10,794	8,106	115,794	113,778	10,794	8,106
Total Group	97.9	96.9	1,327.5	1,329.8	54,669	54,373	686,741	686,065	53,014	52,449

Canadian (September)

	Total Advertising, in Pages				Total Advertising, in Lines					
	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959	Jan.-Sept. 1960	Jan.-Sept. 1959	Sept. 1960	Sept. 1959
Country Guide (mon)	26.6	38.9	319.2	357.6	19,195	28,031	229,834	257,534	——	——

(Continued on Page 58)

This is the rural South!



MORE TO GROW ON!

For years, more fertilizer has been used in the rural South than anywhere in the nation. In 1959, the South's total rose to 11,251,000 tons—*45% of the entire U.S. fertilizer consumption*. That's the modern Southern farmer . . . spending more to get more out of his land and labor. It shows in the big steady sales of every type of product and equipment used in Southern farm production! For example, 39% of all farm-owned trucks in the U.S. are in the South!

Naturally, more profitable farming means better living for Southern farm families. The Nielsen "C & D" counties* of the South lead in sales in key consumer businesses such as drug stores, food stores and gas stations. In fact, the "C & D" South surpasses all other "C & D" counties in *total* retail sales! For this booming farm and home market your *best* media buy is The Progressive Farmer. The fertilizer industry knows it! Progressive Farmer subscribers buy 60% of all commercial fertilizer used in the South—more than 27% of the U.S. total. Buy The Progressive Farmer first!

More than 5,770,000 READERS in the 16 Southern States

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NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

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*Nielsen "C & D" counties are counties with less than 100,000 population. "A & B" counties have more than 100,000 population.

	Total Advertising, in Pages				Total Advertising, in Lines				Commercial Display Excluding Poultry, Classified and Livestock, in Lines	
	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959	Jan.-Oct. 1960	Jan.-Oct. 1959	Oct. 1960	Oct. 1959
†Family Herald (w)	85.8	78.3	636.5	675.0	83.704	76.390	620.634	658.189	58.251	56.591
Farmer's Advocate & Canadian Countryman (sm)	36.7	41.5	347.4	386.2	25.689	29.033	243.181	270.343	18.198	21.602
Free Press Prairie Farmer (w)	77.5	97.4	774.0	788.5	88.856	111.030	886.847	902.248	43.758	58.263
Le Bulletin des Agriculteurs (mon) ...	59.2	54.0	450.1	474.1	41.466	37.761	315.052	331.909	41.466	37.761
Western Producer (w) ...	38.3	49.9	469.1	479.7	41.026	53.370	501.897	513.272	17.230	30.182
Total Group	324.1	360.0	2,996.3	3,161.1	299.936	335.615	2,797.445	2,933.495	178.903	204.399

†Five issues September, 1960; four issues September, 1959. ‡Four issues September, 1960; five issues September, 1960.

WGBS Ends CBS Affiliation

WGBS, Miami, will end its affiliation with the CBS radio network effective Nov. 28 because, according to Storer Broadcasting vp William E. Rine, "the new CBS radio program format is not compatible with the WGBS program objectives." CBS has cut back on the amount of entertainment fare, stepped up news service, and reduced the over-all programming week. The network expects to sign a new affiliate to cover Miami soon.

Shrimp Breaders Plan Drive

The National Shrimp Breaders Assn., New York, has voted to step up merchandising and research. A research study will investigate the "attitudes and practices of restaurant managers with regard to serving fried shrimp." Early in 1961, the association will run ads in *Chain Store Age, Drive-In Management, Fast Food, Inplant Feeding, Institutions Magazine* and *Volume Feeding Management*.

Stanley Works Names Graham

Stanley Works, New Britain, Conn., has named Hugh H. Graham & Associates, New Britain, to handle corporate advertising, sales promotion and merchandising for all divisions and subsidiaries.

Standard Oil Names Ketchem

Standard Oil Co. (Indiana), Chicago, has appointed James R. Ketchem merchandise manager—consumer. Mr. Ketchem joined Standard in 1953 as a fuel oil salesman.

Best Buy in Ohio..
Sterling
OUTDOOR ADVERTISING CO.
56 N. Summit St. Akron, Ohio
12¢ per thousand
9.3 T.A.B. rating
an H. H. SEFF CO.
established over a Third of a Century

John Remillet, VP of D. P. Brother Agency, Dies at 43

DETROIT, Oct. 25—John J. Remillet Jr., 43, vp and group executive of D. P. Brother & Co., died Oct. 17 at his home unexpectedly from a heart condition. He had been with the Brother agency since 1956, active on the AC spark plug account and also on several other General Motors divisional accounts. Earlier he was with Grant Advertising and Benton & Bowles. He was a native of New Britain, Conn.

ANDREW M. ROBINSON

PHILADELPHIA, Oct. 25—Andrew M. Robinson, 68, formerly in the advertising department of American Stores Co. and J. G. Brill Co., died Oct. 21. He was a former president of Eastern Industrial Advertisers.

HAROLD L. PITTS

BRIDGEPORT, Conn., Oct. 25—Harold L. Pitts, 64, former advertising manager of the *Bridgeport Post*, died Oct. 17. He joined the *Post* in 1920 as an advertising salesman and was advertising manager when he resigned in 1930. He rejoined the daily four years later and left permanently in 1943. Subsequently he was active in the Bridgeport Full Permit Owners' Assn.

GEORGE CADENAS

BEDFORD, N. Y., Oct. 25—George E. Cadenas, 55, publicity account executive in the merchandising services department of Grey Advertising Agency, New York, for the past year, died Saturday following a heart attack.

Before joining Grey, Mr. Cadenas had held executive assignments in public relations with the Ellington, J. M. Mathes, Kenyon & Eckhardt and Allied agencies.

He also was with Consolidated Edison, following earlier service with the *New York Times*, the *Wall Street Journal* and other newspapers.

MITCHELL E. FRIEND

NEW YORK, Oct. 25—Mitchell E. Friend, 78, president of Mitchell E. Friend Agency, died here Oct. 22 after a stroke.

He served one term—1910-'12—as a democratic assemblyman from Harlem. Later he joined with Philip F. Donohue, then treasurer of Tammany Hall, to open an agency specializing in legal advertising.

He and Ernest H. Wiener became partners in Friend-Wiener Advertising Co. in the 1920s. After Mr. Wiener retired in 1940, Mr. Friend set up his own agency.

EMILY VAN DIVER

WOOLFORDS, MD., Oct. 25—Mrs. Emily Van Diver, 50, publisher with her husband, Vernon H. Van Diver, of Brad-Vern's reports on industrial advertising, died Oct. 22 at her home here. She had been ill for seven weeks.

KJELL H. LYNGHEIM

LOS ANGELES, Oct. 25—Kjell H. Lyngheim, 45, advertising manager of 20 Mule Team products department of the U. S. Borax & Chemical Co., died following a short illness. He had joined the company in 1947 as advertising assistant and was named advertising manager in 1957. Prior to that he was a copywriter for Montgomery Ward in Chicago.

RCA Sales Up, Net Down in First Nine Months

Radio Corp. of America, New York, had the highest sales in its history during the first nine months of 1960—but profits represented one of the worst performances of the past decade. Sales soared to $1,061,000,000, an 8% rise over the comparable 1959 period and the first time RCA has achieved a $1 billion volume in the first nine months. Net profits, on the other hand, declined 12% to $24,100,000. RCA attributed the earnings decline to its increasing investment in electronic data processing.

Selectivity
"THE PLAY OF THE WEEK"
Sports
SHIRLEY TEMPLE
The Three Stooges
Grand Jury
DOCTORS' NEWS CONFERENCE
CONRAC
ONLY KTVU OFFERS ADVERTISERS SUCH WIDE
Selectivity
IN THE SAN FRANCISCO · OAKLAND MARKET:

PROGRAMS · · KTVU offers an excellent choice of programs of all types . . . syndicated, local live, sports.

TIMES · · KTVU offers the widest variety of time availabilities in all time classifications, including the prime evening hours.

AUDIENCE · · KTVU offers an audience to match the selling message. Select from family group, adult or children viewing audiences.

PLANS · · KTVU offers a complete choice of plan rates in all time classifications . . . minutes, twenties and ID's combine for plan rates.

DISCOUNTS · · KTVU offers San Francisco's greatest choice of discounts, including the only 13 and 26 week discount schedules in prime time.

Contact
H-R TELEVISION, INC.
or
KTVU
channel 2
San Francisco · Oakland

represented by H-R Television, Inc.
AN NAB CODE STATION

The Hearst Corporation

announces the purchase of

THE KNICKERBOCKER NEWS

in Albany, New York

The acquisition of this important New York State newspaper assures the continued publication of the morning and evening newspapers in the Capital City.

The Knickerbocker News and the Albany Times-Union will continue to be published as separate newspapers—The Knickerbocker News in the tradition that has made this newspaper greatly respected on both the local and national scenes.

The present editorial direction of The Knickerbocker News will be continued. It will maintain its individual editorial opinion and news presentation and will be edited by and for the people of the Albany area.

Gene Robb, Publisher of the morning and Sunday Albany Times-Union for seven years, will, in addition to his present duties, become the chief executive of The Knickerbocker News.

Both newspapers will be produced in the present Albany Times-Union plant which, in recent years, has been modernized and enlarged with high speed presses and production machinery. Adjoining land, recently acquired, will be used for plant expansion.

ALBANY......The Capital of the Empire State

Stability is the essence of the Albany market. Its durable vitality stems from its diversified, balanced economic activities in industry, agriculture, resorts and government administration. The Capital District Market, of which Albany is the heart, covers 14 counties with more than one million population.

The Hearst Newspapers

ALBANY TIMES-UNION • ALBANY KNICKERBOCKER NEWS • BALTIMORE NEWS-POST AND SUNDAY AMERICAN
BOSTON RECORD-AMERICAN AND SUNDAY ADVERTISER • DETROIT TIMES • LOS ANGELES EXAMINER • LOS ANGELES HERALD-EXPRESS
MILWAUKEE SENTINEL • NEW YORK JOURNAL-AMERICAN • SAN FRANCISCO EXAMINER • SAN FRANCISCO NEWS-CALL-BULLETIN (affiliate)
NEW YORK MIRROR • SAN ANTONIO LIGHT • SEATTLE POST-INTELLIGENCER • THE AMERICAN WEEKLY • PUCK—THE COMIC WEEKLY

Together for good reason

The 900,000 families who read TOGETHER are outstanding. For one thing, their common interest in church and community affairs makes them respected people in their communities.

They own homes (78.6%).

They're college educated (35%).

They are equipped for leadership.

But in addition, participation in their mutual interests provides a definite framework for increased communications . . . added impetus for your sales message when it's in . . .

Together

The midmonth magazine for Methodist Families

740 RUSH STREET, CHICAGO 11, ILLINOIS

ABC

Nielsen Network TV

Two Weeks Ending Oct. 2, 1960

Copyright by A. C. Nielsen Co.

*Nielsen Total Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	17,447
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	17,040
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	15,504
4	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	14,328
5	Garry Moore Show (Plymouth, S. C. Johnson, Polaroid, CBS)	13,515
6	Checkmate (Brown & Williamson, Lever, Kimberly Clark, CBS)	13,424
7	Tom Ewell Show (Quaker Oats, Procter & Gamble, CBS)	13,379
8	Perry Mason Show (Colgate, Parliament, Sterling Drug, CBS)	13,334
9	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	13,153
10	Maverick (Several sponsors, ABC)	12,430

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	38.6
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	37.7
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	34.3
4	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	31.7
5	Garry Moore Show (Plymouth, S. C. Johnson, Polaroid, CBS)	29.9
6	Checkmate (Brown & Williamson, Lever, Kimberly Clark, CBS)	29.7
7	Tom Ewell Show (Quaker Oats, Procter & Gamble, CBS)	29.6
8	Perry Mason Show (Colgate, Parliament, Sterling Drug, CBS)	29.5
9	Ed Sullivan Show (Colgate, Eastman Kodak, CBS)	29.1
10	Maverick (Several sponsors, ABC)	27.5

*Nielsen Average Audience***

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	16,498
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	14,419
2	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	13,696
4	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	12,882
5	Tom Ewell Show (Quaker Oats, Procter & Gamble, CBS)	11,933
6	Father Knows Best (Scott Paper, Bristol Myers, Kellogg, CBS)	11,300
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	11,164
8	Perry Mason Show (Colgate, Parliament, Sterling Drug, CBS)	11,029
9	Tennessee Ernie Ford Show (Ford Motor Co., NBC)	10,803
10	The Real McCoys (Procter & Gamble, ABC)	10,803

PER CENT OF TV HOMES REACHED†

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Sperry Rand, CBS)	36.5
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	31.9
3	Wagon Train (Ford, National Biscuit Co., R. J. Reynolds, NBC)	30.3
4	Red Skelton Show (Pet Milk, S. C. Johnson, CBS)	28.5
5	Tom Ewell Show (Quaker Oats, Procter & Gamble, CBS)	26.4
6	Father Knows Best (Scott Paper, Bristol Myers, Kellogg, CBS)	25.0
7	Price Is Right—8:30 p.m. (Lever Bros., Speidel, NBC)	24.7
8	Perry Mason Show (Colgate, Parliament, Sterling Drug, CBS)	24.4
9	Tennessee Ernie Ford Show (Ford Motor Co., NBC)	23.9
10	The Real McCoys (Procter & Gamble, ABC)	23.9

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

**Homes reached during the average minute of the program.

† Percented ratings are based on tv homes within reach of station facilities used by each program.

Union Carbide Consolidates Non-Consumer Ads at Hayhurst

Union Carbide Canada, Toronto, has consolidated all of its non-consumer advertising with F. H. Hayhurst Co., dropping two agencies in the process—McConnell, Eastman & Co., which had institutional, industrial gases and chemicals divisions, and Industrial Advertising Agency, which serviced the plastics division. Union Carbide's other agency, Stanfield, Johnson & Hill, retains the consumer products division, but loses the metals and carbon division to Hayhurst.

The changes are effective Jan. 1 and are expected to add about $250,000 in billings for Hayhurst.

Klein, Barzman Establish Humorous Campaign Service

Bob Klein and Alan Barzman, formerly general manager and chief writer, respectively, at Freberg Ltd., Hollywood, have founded their own creative, production and consulting company, Klein/-Barzman, 706 N. La Cienega Blvd., Los Angeles.

They will specialize in the free lance creation of humorous commercial campaigns and in all phases of radio and tv live-action and animation production. Several other independent producers will work in a creative and production association with them, the founders said.

Guns & Shooting . . . Exclusively!

Over 100 pages monthly, devoted solely to the interests of more than 360,000 active shooters and hunters.

Sample copy on request.

The AMERICAN RIFLEMAN *Magazine*

SCOTT CIRCLE WASH. 6 D.C.

This brilliantly colored Ancient God, some 1500 years old, was found in a recently discovered Mayan tomb in Tikal, the mysterious, holy city of the Mayas in what is now Guatemala. Similar gods are found in all Mayan ruins throughout Latin America.

This Seated Torso is by one of South America's most outstanding sculptors—a Bolivian sculptress whose name is Marina Nunez del Prado. She turns the hard basalt of the Andes into the soft, sensual, flowing lines that are a hallmark of her sculpture in all its forms.

IN LATIN AMERICA...

the ways and the outlook of the people are changing. New forms mingle with the artifacts of an ancient and great civilization. Today the people of the Americas are building modern nations where once dwelt the Mayas, the Incas, the Toltecs, and the Aztecs. The artistic development from the primitive to the sophisticated symbolizes the growth and progress of the South American people.

Latin Americans have a LIFE of their own—in their own spirit, in their own idiom. LIFE EN ESPAÑOL has a circulation of 370,000* and more than three million readers each issue. These readers—the great majority leaders in business, government and community life—look to LIFE EN ESPAÑOL for a clear, colorful, comprehensive picture of their hemisphere and their world. (A picture which is vividly drawn in authoritative, often exclusive articles and photographs.) They are your best customers in Latin America . . . and you can reach them best in LIFE EN ESPAÑOL.

LIFE
EN ESPAÑOL

Rockefeller Center
New York 20, N. Y.

* And *four* effective ways of using it. LIFE EN ESPAÑOL provides four different editions to pinpoint your market: the edition for all of Latin America, and regional editions for the Caribbean area, Mexico, and all but Mexico.

Photographed for LIFE EN ESPAÑOL by Thomas McAvoy and Fritz Goro.

Beech-Nut Tests Stripe Gum

Beech-Nut Life Savers Inc. is currently testing a new fruit stripe gum in six markets, including Atlanta and Baton Rouge. The company is using 1,000-line r.o.p. newspaper ads to introduce the brand, which features five different flavored sticks of gum in each package. Young & Rubicam is the agency.

NATIONAL CATHOLIC FAMILY MAGAZINE

"Actually the best mail order medium we have," says national advertiser.

JAN. ISSUE CLOSES NOV. 20

Orders and sample copy requests to

ANGELA M. CRAWLEY & STAFF

National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

Agostino Whitney Lown Mrs. Whitney Ingrim

RADIO-TV—*At the San Francisco region meeting of the National Assn. of Broadcasters in San Francisco were James R. Agostino, KXLY-TV, Spokane; Mr. and Mrs. George Whitney, KFMB, am, fm and tv, San Diego; Bert Lown, CBS-TV, Los Angeles; and Ward Ingrim, KTVU, San Francisco.*

Badger & Browning Adds Two

Badger & Browning & Parcher, Boston, has been named to handle the advertising of 40 Fathoms Sales Corp., Chestnut Hill, Mass., a division of National Sea Products, Halifax, N. S., sea food producer. Badger also has been named to handle advertising for J. C. Pitman & Sons, Concord, N. H., maker of Mastermatic and Frialator deep fat frying equipment.

Verifax Bantam Copier turns out 5 dry easy-to-read copies in 1 minute for 2½¢ each.

Buy the copier that doesn't balk at any job!

No Kodak Verifax Copier—including the $99.50 Bantam model—hollers "Uncle" when you want copies of ball-point writing, rubber-stamping, or any duplicator copy. It's even ready to oblige when you want copies made on both sides of a sheet of paper, on printed office forms, on card stock, or on whiteprint machine "masters."

Get in touch with your local Verifax dealer today and ask for free office demonstration. (See Yellow Pages under duplicating or photocopying machines.) For free booklet on all Verifax Copier models, write Eastman Kodak Company, Business Photo Methods Division, Rochester 4, N. Y.

Prices quoted are manufacturer's suggested prices and subject to change without notice

VERIFAX BANTAM COPIER
Model A
ONLY $99.50
other models to $425

Kodak TRADE MARK

Verifax Copying DOES MORE . . . COSTS LESS . . . MISSES NOTHING

GE Ads Called Strike 'Synthetic,' Pinned It on Carey

NEW YORK, Oct. 25—General Electric Co. won its strike last weekend in the wake of a barrage of advertising.

Practically all the ads were variations on the theme that the strike was "synthetic"—the whim of one man, James B. Carey, president of IUE. Practically all pointed to the moral, "Peace is not advanced by rewarding force."

The company today was reluctant to say how the advertising and "communications" campaign was planned, carried out, or directed. It did not want to "wrap up in terms of impact" the role advertising played in its anti-strike efforts. The reason: It might impede the next phase of GE's communications strategy—its long-term relations with the union.

GE's strike advertising was done on two levels. One kind was classified as "community relations" and was undertaken on the local level throughout the country. It presented a kind of "syndicated" interpretation of GE's stand, and advertising was placed through the separate divisions (GE has 89 ad managers).

■ The second kind was advertising in major newspapers. The ads carried headings such as "Mr. Carey's strike" and "The synthetic strike."

Editorial-style ads, such as those in the *New York Times* and the *New York Herald Tribune*, were "headquarters-inspired interpretive stuff," prepared in close liaison with the people involved in strike negotiations.

GE's communications experts apparently had many more ads on hand than appeared in print. "You can't really mount a hard ad campaign and lock up on it," one source said. "In a strike or labor negotiation you don't have a constant situation." #

Cochrane, Aerotec to Doremus

Cochrane Corp., Philadelphia, manufacturer of water conditioning equipment, and Aerotec Industries, Greenwich, Conn., manufacturer of electrical precipitators and mechanical dust collectors, have appointed Doremus-Eshleman Co., Philadelphia, to handle their advertising. Doremus-Eshleman will handle advertising for Aerotec's aircraft equipment, industrial and Aerotherm divisions. Babcock, Romer, Carberry & Murray, Philadelphia, formerly handled the Cochrane account.

Costs Less—
Does More

An analysis of keyed coupon returns covering ten food and transportation advertisers using The New York Mirror, one other morning paper and three evening papers gives this result:

The Mirror space cost 16.8% of the total invested. But The Mirror produced 21.3% of the total returns — twice as many as any one of the evening papers.

Make
The Mirror
a MUST!

Mountebank or messiah? Despot or patriot?
To probe the enigma that is Fidel Castro,
LOOK writer Laura Bergquist ("Our Woman in Havana")
spent 30 days in Castro's Cuba—
one of them as "political" prisoner in a Havana jail.
She talked with the people,
big and small, pro-Castro and anti-Castro:
a lady guerrilla... a slum-dweller...
a 26-year-old industrialist...
the Jesuit priest who knew Castro as a boy.
Through their story emerges a sharper, clearer image
of a nation in ferment... in the
current LOOK, *the exciting story of people.*

LOOK

Read OUR WOMAN IN HAVANA, in the Nov. 8, 1960 LOOK

Along the Media Path

Colorado Rancher & Farmer will devote its Dec. 24 issue to the National Western Stock Show, to be held in Denver in January.

• Keyed to current election interest, **WAGA-TV**, Atlanta, is conducting a popularity poll offering $13,555 in prizes for viewers who "vote five for fall" and nominate their favorite nighttime programs on the station. Free entry blanks are being distributed by cooperating merchants, on Atlanta buses and as a four-page insertion in the Oct. 15 issue of *TV Guide*.

• A Political Partython, featuring taped speeches by and interviews with Speaker Sam Rayburn, Sen. Lyndon Johnson, Sen. John Kennedy, Sen. Thruston Morton, Sen. Ralph Yarborough and other national officials and candidates, as well as local candidates and candidates for state office from the El Paso district, was held recently by **KTSM**, El Paso. During the 32-hour show, listeners called in, pledged money to their political parties and then were put on the air to talk politics. Out of more than 1,000 phone calls to the station, some 580 calls were broadcast.

• On the theory that movies are better than ever—better than flip cards, that is—**Cue** magazine treated a group of Young & Rubicam account executives, media men and officers to a free movie Oct. 27. The magazine is abandoning the usual get-across-statistics approach in favor of a cocktails and cinema approach.

• **WJRT**, Flint, has concluded one of the most extensive fire prevention promotions in recent years, which included special remotes, programs, on-the-air features and announcements. Highlight of the "Romper Room Fireman's Day," held at a local speedway, was a demonstration building fire, which was extinguished by several fire-fighting units on hand for the "Fire-A-Rama" celebration in downtown Flint, featured interviews and exhibits keyed to Fire Prevention Week.

• International Breweries has awarded **WSAI**, Cincinnati, first place for merchandising excellence in an eight-state competition. The award was made for promotion materials prepared for the Bavarian's division of International.

• **Production**, national "magazine of manufacturing," has moved into new and larger quarters at 975 E. Maple, Birmingham, Mich.

• "What Makes the Volume Feeding Specialist Notice Your Advertising . . . and Take Action?", a 36-page research report, has been published by **Volume Feeding Management.** The survey, designed to determine what advertising characteristics are important in attracting its readers, is available from *Volume Feeding Management*, 205 E. 42nd St., New York 17.

• Bob Hope will be featured in window displays appearing during December in more than 760 leading men's wear stores, located in every state, and in several provinces in Canada, as part of **True's** Christmas Gift Guide promotion. The display pieces, which carry the legend "Bob (Facts of Life) Hope recommends us for gifts for men," suggest that the shopper read about the gift selections in the December issue of *True*.

• Broadcasting of nine addresses given recently by leaders of major states before the United Nations general assembly, was begun by **WFMT**, Chicago, Oct. 22. These broadcasts were heard at 1 p.m. on Saturdays and Sundays and at midnight Monday through Friday through Oct. 30.

• **Look's** award-winning series on 14 religious faiths, authored for the magazine over the past couple of years by Hartzell Spence, has been published in book form by Holt, Rinehart & Winston. A deluxe *Look*-size publication, containing, in addition to the text, 14 color illustrations and 40 pages of photographs from the *Look* series, is priced at $14.95. The standard edition, containing only the text of the magazine articles, is priced at $4. Additional information may be obtained from Doris Doland, assistant to the publisher and director of public relations, *Look*, 488 Madison Ave., New York 22.

• **WOW** and **WOW-TV**, Omaha, publicized their move to the just-completed Meredith WOW building by having office girls, busily typing, pounding drums or just looking pretty, tour the downtown and midtown Omaha area on a float during peak rush hours on the first day of moving operations.

Hart Hamilton Babick Lee

AGENCY PARTY—*Some 75 agency people from Chicago, Detroit and Indianapolis were guests of WNDU-TV, South Bend, for lunch, dinner and the Notre Dame and Michigan State University football game at South Bend on Oct. 15, as part of the station's fifth anniversary celebration. Prior to going to the football game, Rita Hart, of Foote, Cone & Belding, and Ruth Babick, of Clinton E. Frank Inc., get their Notre Dame flowers from W. Thomas Hamilton, general manager of WNDU and WNDU-TV, and Robert E. Lee, FCC commissioner.*

• On Oct. 19, **KFVS-TV**, Cape Girardeau, Mo., doubled its potential audience when it switched over to its new 1,676′ tower, the world's tallest structure.

• Ford Motor Co. ran its 208th consecutive double truck ad in the Oct. 10 issue of **Automotive News.** The ad also marked the fourth year that Ford has been running double truck ads in consecutive issues of the publication.

• Representatives of all of the major agencies in Chicago were guests of **WSBT-TV**, South Bend, for luncheon and the Notre Dame-Michigan State University football game in South Bend Oct. 15. This marked the 25th year that the station has had a football party for the Chicago folk.

• The Internal Revenue Service of the U. S. Treasury Department has awarded a certificate of meritorious public service to **WCAU-TV**, Philadelphia, for its special program, "Is It Deductible?", which was presented April 3.

• **Department of New Laurels:**

For the first nine months of 1960 **Life International Editions** had a record advertising revenue of $5,723,000, a 22.9% increase over the figure for the corresponding period last year.

Advertising pages in **Forecast for Home Economists** for the first 11 months of 1960 will total 200.1, a 74% gain over the 115 ad pages carried in the comparable 1959 period.

Seventeen will carry 927,845 lines of advertising in the first 11 months of 1960, a 7.4% increase over the 864,181 lines carried in the same period in 1959.

Advertising pages in **Look** increased from 998 for the first nine months of 1959 to 1,121 pages in the first nine months of 1960. Gross advertising revenue for the same period increased from $31,937,211 in 1959 to $39,834,905 in 1960.

Bride & Home will carry 89.5 advertising pages in 1960, a 27% increase over 1959. #

'Globe-Democrat' Offers 15% Bulk Discount, Not 5%

St. Louis Globe-Democrat is offering, effective Jan. 1, sliding scale rates with a maximum 15% discount for 200,000-line volume, not a maximum 5% discount, as reported in a news flash in the Oct. 24 issue of ADVERTISING AGE.

Pratt Joins Taylor-Norsworthy

Taylor-Norsworthy Inc., Dallas, has appointed Jim Pratt radio-television director. Mr. Pratt formerly held a similar position with White & Shuford Advertising, El Paso, where he was also a partner.

Allied Radio Boosts Adams

Allied Radio Corp., Chicago, has appointed Thornton S. Adams to the new position of director of marketing. Mr. Adams was formerly marketing consultant.

Business Opportunities
Interested in locating manufacturers selling products to the landscape industry, and who wish to increase their volume through sound merchandising. Please write LANDSCAPING, 1300 West 24th St., Los Angeles 7, California or phone REpublic 2-6103 for full details.

A MEDIA PLAN WITHOUT NEGRO RADIO IS LIKE HAM WITHOUT EGGS!

No matter what other media you're using, if you haven't discovered Rounsaville Radio's six Negro markets you are overlooking an 824 million dollar consumer group. That's what 1,433,000 Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes each year. More than 80% of their money is spent on consumer items alone. Negro business is important business—it can influence the sales picture of any product! Incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Get the facts! Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today.

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

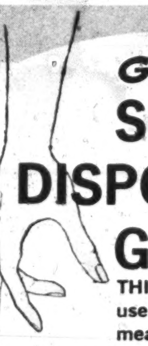
WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!
WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!
WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!
WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!
WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!
WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL—DISCOUNTS WITH TWO OR MORE!

ROUNSAVILLE RADIO STATIONS
Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
Owner-President
JOHN E. PEARSON CO.
Nat'l Rep.
HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.
DORA-CLAYTON
Southeastern Rep.

GREAT SCOTT DISPOSABLE GLOVES



THINK! An idea for use by your client could mean extra sales!

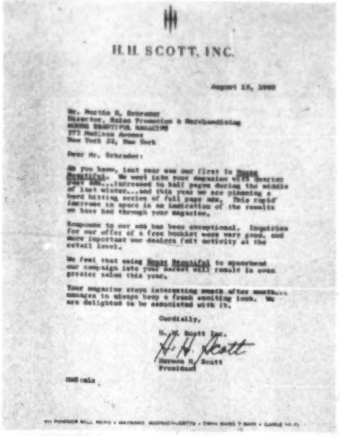
Scott Dispos-a-gloves protect hands, products or precision parts. Inexpensive—use and discard or re-use. Strong . . . sensitive . . . flexible . . . lightweight . . . moisture-proof . . . chemically inert polyethylene gloves.

TREMENDOUS POSSIBILITIES TO HELP SELL OTHER PRODUCTS

Finest disposable glove made!
Individually paper mounted. Prepowdered — easy on and off. Large, medium or small sizes — fit like skin, or loose. Proven — millions used in specialized fields.

WRITE, WIRE OR PHONE FOR PRICES AND SAMPLES

MADE IN U.S.A. BY THE SCOTT CO.
4910 Poppleton Ave. Phone 558-0400 Omaha 6, Nebr.



H.H. SCOTT, INC.

Dear Mr. Schrader:

Cordially,

H. H. Scott Inc.

H. H. Scott

President

Custom Stereo by H. H. Scott

A new kind of Stereo that fits anywhere!

RESULTS

are why H. H. Scott went from 1/4 to 1/2 to full page in one year's advertising in House Beautiful

Making new markets for new products is old hat to House Beautiful. But it never ceases to delight us . . . and our advertisers. Writes Mr. Hermon Hosmer Scott, President of H. H. Scott, Inc., leading manufacturer of high-fidelity components:

> *". . . last year was our first year in House Beautiful . . . quarter page ads increased to half pages . . . and we are now running . . . full page ads. This rapid increase in space is an indication of the results we have had through your magazine.*
>
> *"Response to our ads has been exceptional. Inquiries for our offer of a free booklet were very good, and more important, our dealers felt activity at the retail level."*

Building a market for stereo components demands an audience that is alert and active . . . responsive to the *influence* of new ideas and new products. And influence, you see, is House Beautiful's business . . . influence that raises America's sights. It means more business, new business, better business for you. This genuine influence on people of affluence (900,000* upper-income families) is the fundamental reason why America's leading advertisers put more space in House Beautiful than in any other home magazine. Want more details on House Beautiful's leadership? Ask your House Beautiful man.

ADVERTISER: H. H. SCOTT, INC.
AGENCY: ARNOLD & COMPANY, BOSTON

ONLY HOUSE BEAUTIFUL DELIVERS LEADERSHIP
WHERE IT COUNTS . . . IN ACTUAL SALES!

House Beautiful

572 MADISON AVENUE, NEW YORK 22, NEW YORK

ONE OF 13 KEY HEARST SELECTIVE MARKET MAGAZINES

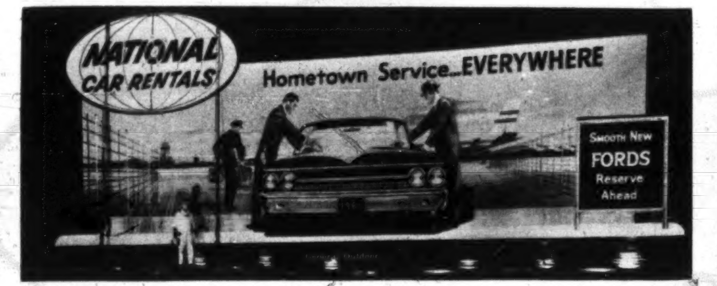
*PUBLISHER'S PROJECTION--LAST HALF 1960

PHOTO REVIEW

STEP IN—*Oscar L. Westgate, advertising vp of R. T. French Co., New York, has retired after 32 years with the company. Here he is holding a pair of "gold" shoes, presented to him by media representatives, for the fast footwork he displayed with them. Preparing to fill the shoes is Buell Culver, advertising manager for R. T. French.*

Sandeberg Wilkey Knodel Severn

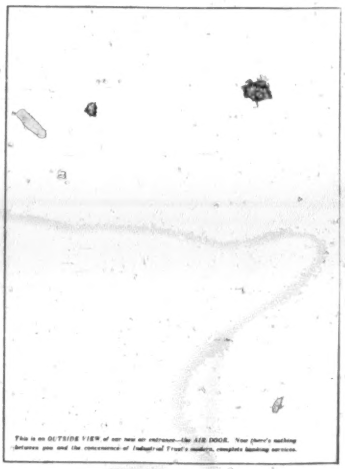
QUORUM—*Discussing the profundities of their business were these broadcasters at the National Assn. of Broadcasters regional meeting in San Francisco: David H. Sandeberg, Sandeberg/Gates & Co., San Francisco; Gene Wilkey, KMOX-TV, St. Louis; J. William Knodel, Avery-Knodel, Chicago; and Donald W. Severn, Ted Bates & Co., New York. The meeting was held Oct. 20-21.*



LIGHTS ON—*National Car Rental System, St. Louis, has launched what it claims to be the first national outdoor campaign by an automobile rental company.*

Winchell Ritchie Spector

PREMIERE PARTY—*Ad agency president Raymond Spector; the new Hazel Bishop Girl—former Miss America Sharon Ritchie—and Walter Winchell appear to be enjoying themselves at a "premiere party" held in New York for important Hazel Bishop buyers and their wives, to help celebrate Hazel Bishop sponsorship of the "Walter Winchell Show."*

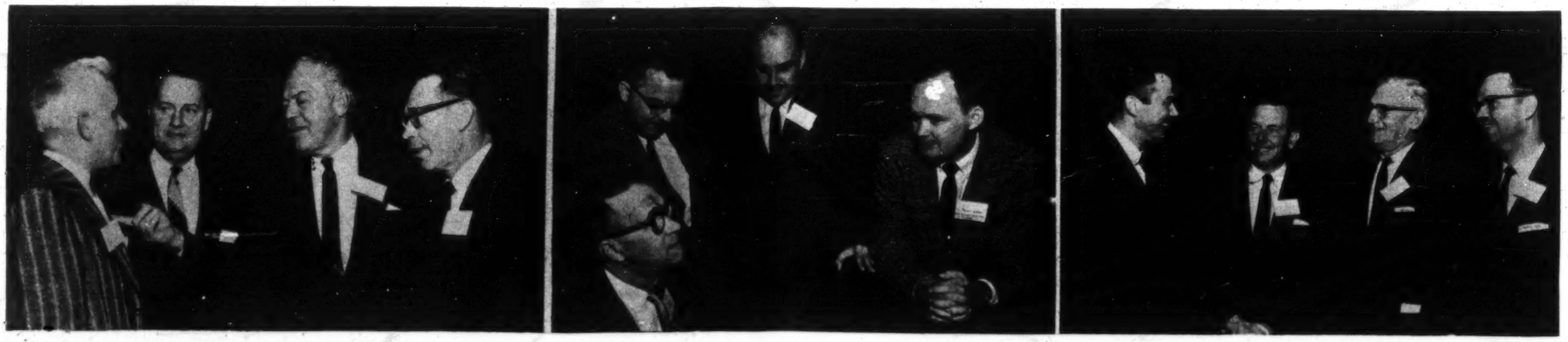


This is an OUTSIDE VIEW of our new air entrance—the AIR DOOR. Now there's nothing between you and the convenience of Industrial Trust's modern, complete banking services.

OPEN DOOR—*The Industrial Trust & Savings Bank, Muncie, Ind., ran this ad in Muncie papers. Copy below explains this is an outside view of the new air entrance to the bank. On the overleaf is the same ad for the inside view. R. J. Poorman & Associates placed the ad for the bank and is also agency for Air Door Inc.*

Yuenger Hennenfent Irwin Henes Meyer Truax Harding

PROMOTION HUDDLE—*Talking over new ways to promote newspapers at the central region meeting of National Newspaper Promotion Assn. in Chicago are John Yuenger, Green Bay Press-Gazette; Jolyne Hennenfent, Moline Dispatch; Joel Irwin, Cincinnati Enquirer; Dave Henes, Detroit Free Press; Newell Meyer, Milwaukee Journal; Bernard D. Feld Jr., Birmingham News and Post-Herald; Earl Truax Jr., St. Paul Dispatch and Pioneer-Press; and Clarence Harding, South Bend Tribune.*



Stafford Wilcox Conlee Woodard Blatt Adams Paynter Hudson Koch Barker Byrnes Lindsey

AT NNPA CENTRAL REGION—*Relaxing between sessions at the central region meeting of National Newspaper Promotion Assn. in Chicago are John Stafford, Rockford Morning Star and Register-Republic; Howard Wilcox, Indianapolis Star and News; Court Conlee, Milwaukee Journal; Jerry Woodard, Gary Post-Tribune; John Blatt, Daily Oklahoman and Times; Robert Adams, Fort Wayne Newspapers Inc.; Richard Paynter, Detroit News; J. Robert Hudson, Des Moines Register and Tribune; Harry Koch, Chicago's American; Mel Barker and Dave Lindsey, Chicago Sun-Times and Daily News; and W. J. Byrnes, Chicago Tribune.*

$2.78 CPM

(OR HOW THE COST KEEPS GOING DOWN, DOWN, DOWN...ON ABC-TV)

	1956	1957	1958	1959	1960
ABC-TV	$3.93	$3.82	$2.86	$2.66	**$2.78**
NET Y	$2.80	$2.65	$2.97	$2.93	**$3.17**
NET Z	$3.31	$3.52	$3.27	$3.43	**$4.17**

SOURCE: AS REPRINTED BY TV DIGEST VOLUME 16: NUMBER 42 OCTOBER 17, 1960

ABC-TV's history during the last five years is a classic demonstration of the proposition that as ratings go up, cost-per-thousand comes down. Which is why ABC's continued success in pleasing America should interest smart advertisers. In the competitive markets where all three networks have facilities, ABC-TV consistently holds the lead in ratings. And these are the markets where ratings really mean something. If cost—and success with the audience—means something in your business, too, maybe you should take a good, hard look at ABC-TV. *Then, you'll agree it's smart to do business with us.*

ABC TELEVISION

C

Non-Linear Names Nawalinski

Non-Linear Systems, Del Mar, Cal., manufacturer of digital measuring instruments, has appointed Thomas E. Nawalinski manager of sales promotion and advertising. Mr. Nawalinski was formerly chief applications engineer.

Berkowitz to Excelsior

Leonard Berkowitz, former vp and general manager of L. B. Darling Co., Worcester, Mass., has joined Excelsior Food Products, New York, as marketing manager of a new institutional division.

WESTERN HORSEMAN
149 Advertising
Agencies Placed
167 National Accounts
In Last 16 Issues of
THE WESTERN HORSEMAN
[illegible] NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

GEOGRAPHY
CAN FOOL YOU

A day after WEZE, Boston, inaugurated the "Wonderful World of Music," the station received the first of what was to be thousands of unsolicited letters, thanking WEZE for its broadcast day of uninterrupted quarter and half-hour segments of album music; for its convincing, non-shouting commercials; and its straightforward, comprehensive news coverage.

This listener mail proved us wrong in one major prognostication: we had, of course, expected some letters, and we had a pretty good idea of where the mail would come from — Wellesley, Dedham, Brookline, and other such upper income suburbs.

That's where we missed by a mile. To be sure, mail did come from the upper income suburbs and the Back Bay area of Boston — lots of it. But mail came from all the other parts of our coverage area, from the rural towns and manufacturing cities of northern Massachusetts, and from downtown Boston.

We learned that the preference for listenable radio was not limited to any one income group or geographic area, but was widespread enough to make WEZE one of Boston's top rated stations.

If you haven't heard the facts on this new leader in Boston radio, call your Eastman representative. He can fill you in.

AIR TRAILS STATIONS ARE
WIZE Springfield
WING Dayton
WCOL Columbus
WEZE Boston
WKLO Louisville

1260 WEZE BOSTON
THE WONDERFUL WORLD OF MUSIC

Stebbins Heintz Hoefer Greenlee Fitzsimons

WESTERN FOUR A'S BOARD—*New board members of the western region Four A's are Hal Stebbins, Hal Stebbins Inc., Los Angeles; Robert P. Heintz, Heintz & Co., Los Angeles; John Hoefer, Hoefer, Dieterich & Co., San Francisco; John F. Greenlee, Cline Advertising Service, Boise, Ida.; and Walter Fitzsimons, Batten, Barton, Durstine & Osborn, Seattle. The western region meeting was in Coronado, Cal.*

Anniversary Gift Not Illegal Co-op Payment, FTC Rules

WASHINGTON, Oct. 25—The Federal Trade Commission held last week that the mere payment of money by a food supplier to a food chain staging an anniversary sale doesn't constitute an illegal cooperative advertising allowance.

Dismissing a complaint which had been issued against Yakima Fruit & Cold Storage Co., Yakima, Wash., the commission's 3-0 decision said there must also be proof that the payment was made in the expectation that the chain would provide some "service or facility" in connection with the seller's product.

The decision sets aside an initial ruling by Hearing Examiner Walter R. Johnson last August which held that the payments were illegal since they were not made to competing food organizations handling Yakima's products.

▪ The decision comes at a time when FTC is conducting a dragnet investigation of "anniversary" sale co-op arrangements in the food chain field. More than 300 chains and food suppliers have been ordered to provide FTC with information about payments which they received or made, as a substantial number of complaints have already been issued against chains and suppliers.

In the Yakima case last week, the commission had questioned payments of $192.50 in 1955 and $100 in 1958 toward anniversary sales by J. Weingarten Inc., Houston supermarket chain. Yakima said it made the payments as a good will gesture, without any anticipation that its products would be advertised.

▪ In reaching its decision, FTC emphasized that "in making the payments to Weingarten, there is no direct evidence respondent either expected or requested that its products be advertised or that Weingarten rendered any other service or facility with respect to them."

The decision noted that Yakima's general manager had testified, "Actually, it could have said 'congratulations to Weingarten on its 55th anniversary, a friend'."

With commissioner Edward T. Tait writing the decision, FTC said, "A factual chasm of frightening width" stands between the fact that the payments were made, and the effort of the commission's staff to establish a law violation.

▪ FTC said it was a "bit unmindful" of the fact that the two payments were the only payments made by Yakima to Weingarten or anyone else. "While certainly not controlling, the sporadic and apparently diminishing nature of the payments should be given some weight especially when, as here, the other facts are in substantial conflict."

Commissioners Sigurd Anderson and William C. Kern, who have regularly been identified with strong enforcement of the Robinson-Patman Act, concurred. Chairman Earl Kintner and Commissioner Robert Secrest did not participate. #

EWRR Names Osborn, Ward, Balas, Cooper, Douglass

Erwin Wasey, Ruthrauff & Ryan has named five men to staffs in four offices. Stephan A. Osborn, formerly vp and ad manager of Economics Laboratory, St. Paul, has been named an EWRR vp, with headquarters in St. Paul. W. Roger Cooper, formerly director of foreign advertising of Norwich Pharmacal Co., has joined the New York staff as account executive on the international advertising of Lederle Laboratories, a division of American Cyanamid Co. Stephen J. Balas, formerly with the Junior Chamber International, Miami Beach, has joined the New York staff as a copywriter in the international department. Dick Ward, formerly with Compton Advertising, has been named a producer in the Los Angeles office.

Arch Douglass, formerly ad manager of Sicks' Rainier Brewing Co., Seattle, has joined the London office as an account executive on two Procter & Gamble products, Oxydol and Gleem.

Warner Advertising Elects 3 Officers; Adds Account

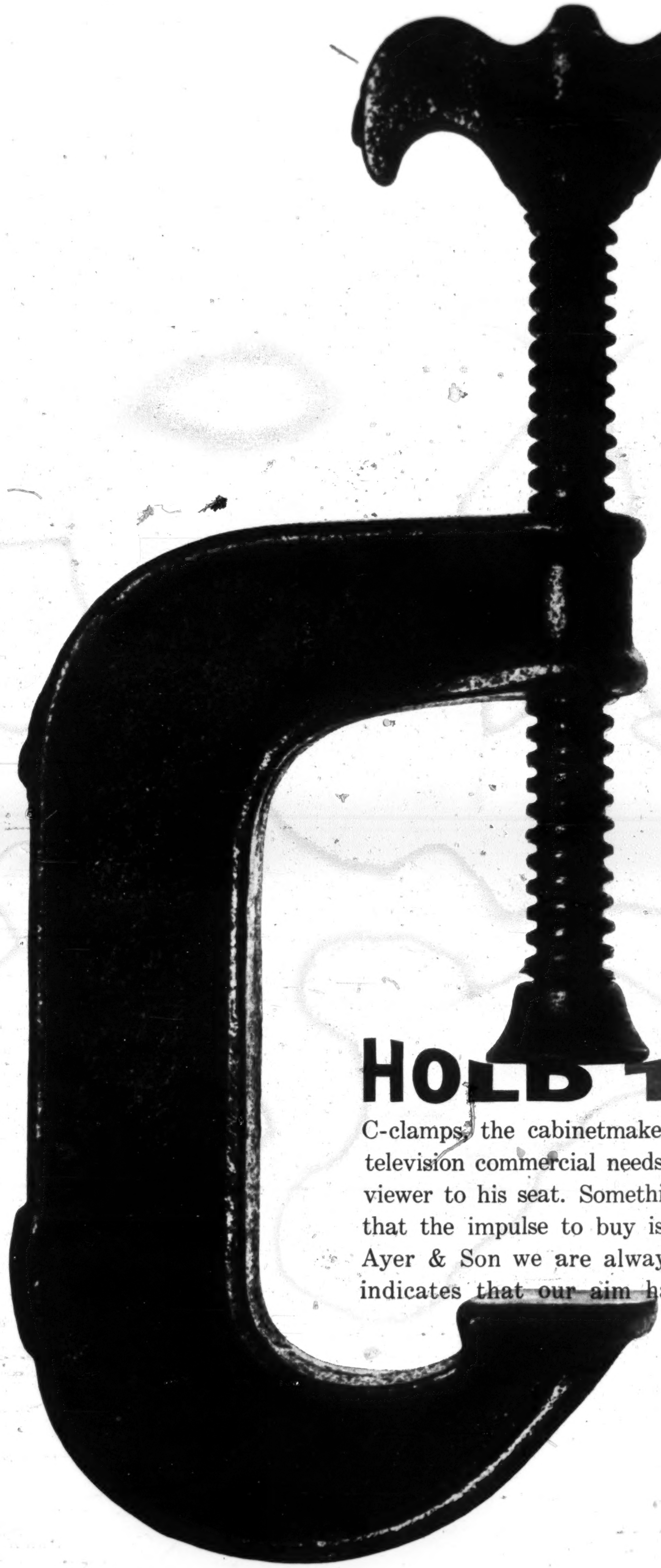
James S. Turnbull and Paul V. Offermann have been elected vps and William F. Phillips secretary-treasurer of Warner Advertising, Buffalo. The three officers have also become stockholders in the recently incorporated agency that had been operated as a single proprietorship since its formation in 1944. Harold J. Warner is president.

What do you know about this
$5½ BILLION MARKET?

The baking industry is one of the most important segments of the entire food business, accounting for more than 10% of total food volume. For more than 73 years, the magazine BAKING INDUSTRY has proved its sales power with bakery wholesalers and retailers and home service and chain store bakeries. • In BAKING INDUSTRY, your ads get coverage in depth because of editorial leadership that guarantees . . . as proved by Readex . . . advertising effectiveness. • There are 26% more exclusive advertisers in BAKING INDUSTRY than any other national bakery magazine. • Call any of our 5 offices and let our representative give you the convincing, factual story on BAKING INDUSTRY and the many special services we have to offer to our advertisers.

CHICAGO 3 • 105 West Adams Street • ANdover 3-1800
NEW YORK 36 • 500 Fifth Avenue • LOngacre 4-2233
WASHINGTON 4, D.C. • 1319 F Street, N.W. • ME 8-6707
LOS ANGELES 57 • The Maurice A. Kimball Co., Inc. • 2550 Beverly Boulevard • DUnkirk 8-6178
SAN FRANCISCO 5 • The Maurice A. Kimball Co., Inc. • 681 Market Street • EXbrook 2-3365

The commercial is the payoff



HOLD THAT VIEWER!

C-clamps, the cabinetmakers call them. And "see"-clamps are what every television commercial needs—but doesn't always get. Something to pin the viewer to his seat. Something so interesting, so convincing and persuasive, that the impulse to buy is generated then and there. . . . Here at N. W. Ayer & Son we are always shooting for such commercials. The record indicates that our aim has been pretty good. **N. W. AYER & SON, INC.**

Ideas

that sell at the point of sale

CHICAGO SHOW
PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
and other principal cities

√ CHECK items on which you want information and samples and write Chicago Show Printing Company, 2635 N. Kildare, Chicago 39.

☐ Permanent-type Displays—wood, glass, plastic, metal ☐ Molded Plastic and Animated Displays ☐ Complete Dealer Display Kits ☐ Cloth Banners ☐ Outdoor Displays—Stanzall® ☐ Cardboard Displays ☐ Econo Signs ☐ Mystik®—Self-Stik Displays ☐ Pennants ☐ General Lithographing Services ☐ Complete creative point-of-sale facilities from ideas to sales.

Coleman-Parr Adds Accounts

Coleman-Parr, Los Angeles, has been named to handle advertising for two accounts. They are Executive Leasing Co., Los Angeles, lessor of automobiles, and Wholesale Plumbing Institute of Southern California, Los Angeles, composed of dealers and distributors of plumbing fixtures and supplies.

Worthington Promotes Two

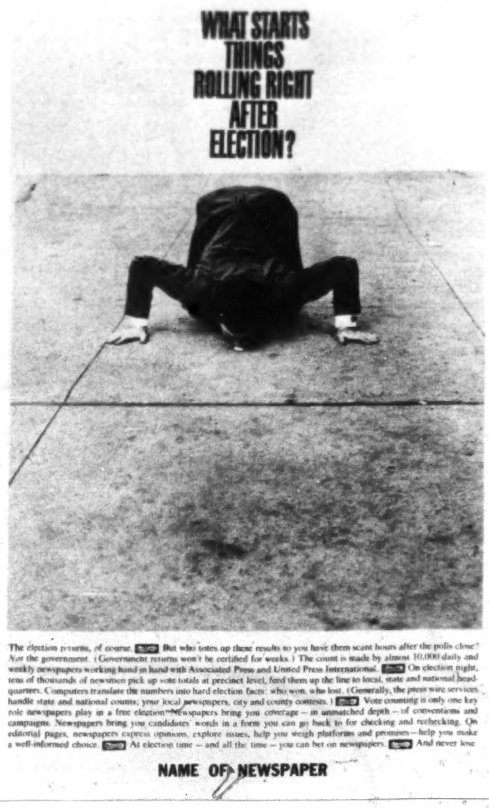
George Quinlan, manager of marketing procedures, has been named manager of the marketing administration department of Worthington Corp., Harrison, N. J. Fred A. Hutchison, assistant manager of marketing procedures, succeeds Mr. Quinlan.

Johnson to NBC Radio Spot

Lewis P. Johnson, previously sales manager for WRCV, Philadelphia, has been appointed manager of the eastern office of NBC Radio Spot Sales, New York. He replaces Frederick T. Lyons, who was advanced recently to director of NBC Radio Spot Sales.

Ford Boosts Schumm

George A. Schumm Jr. has been named associate products marketing manager of the Ford division of Ford Motor Co., Detroit, succeeding H. D. Hubbs, who has retired because of illness. Mr. Schumm joined Ford as a financial analyst in 1947.


WHAT STARTS THINGS ROLLING RIGHT AFTER ELECTION?

The election returns, of course. But who totes up these results so you have them scant hours after the polls close? *Not* the government. (Government returns won't be certified for weeks.) The count is made by almost 10,000 daily and weekly newspapers working hand in hand with Associated Press and United Press International. On election night, tens of thousands of newsmen pick up vote totals at precinct level, feed them up the line to local, state and national headquarters. Computers translate the numbers into hard election facts: who won, who lost. (Generally, the press wire services handle state and national counts; your local newspapers, city and county contests.) Vote counting is only one key role newspapers play in a free election. Newspapers bring you coverage—in unmatched depth—of conventions and campaigns. Newspapers bring you candidates' words in a form you can go back to for checking and rechecking. On editorial pages, newspapers express opinions, explore issues, help you weigh platforms and promises—help you make a well-informed choice. At election time—and all the time—you can bet on newspapers. And never lose.

NAME OF NEWSPAPER

NOSEY—*The Newspaper Information Service of the American Newspaper Publishers Assn. is urging the nation's dailies to print this ad over their own signature and thus promote themselves with the public. The ad is available in three mat sizes—up to a page—and was prepared by Batten, Barton, Durstine & Osborn.*

A COOL EVENING WITH NAT KING COLE
guest star: DAVE KING

AN HOUR SPECTACULAR NOW AVAILABLE IN ALL MARKETS DIRECT FROM ITS SENSATIONAL PREMIERE IN N. Y.

ABC Films happily offers, for immediate showings, the most talked about musical spectacular of the summer. Seen by millions of New Yorkers when presented by Rheingold Beer over Channel 4 (N.B.C.) from 8:30 to 9:30 P.M. Tuesday, August 9th, the show won the enthusiastic praise of audience and critics—AND of delighted officials of Rheingold who quickly rescheduled the program for a second showing on September 18, 10:30 to 11:30 P.M. (same station).

WHAT THE CRITICS SAID:

VARIETY:
"... a tour de force ... the show was excellent ... one of the better song exhibits of the summer."

NEW YORK TIMES:
"The soothing musical technique of Nat King Cole brightened a one-hour telecast over channel 4 last night ... a joy to hear."

NEW YORK DAILY NEWS:
"... a musical treat ... something to shout about."

THE RATING STORY:
"A Cool Evening with Nat King Cole" topped *all* competition with an impressive 38.3% of the audience!
"A Cool Evening with Nat King Cole" drew an average 20.9 rating over the entire hour, compared with average ratings of its network competition of 14.0 and 7.9!
"A Cool Evening with Nat King Cole" more than doubled the average rating of 8.0 the previous week's Channel 4 show drew. This means an increase of 161.3%!
"A Cool Evening with Nat King Cole", in its second New York showing, won an astonishing 18.4 average hour rating plus a fabulous 35.2 average hour share of the audience!!!
ALREADY SOLD IN OVER FIFTY MARKETS!

For complete information see your ABC Films Sales Rep or call:

ABC FILMS INC.
1501 Broadway • New York 36, N. Y.
Telephone LA 4-5050

Form Group to Aid U.S. Communication Abroad, Media Urged

NEW YORK, Oct. 25—Donald H. McGannon, president of Westinghouse Broadcasting Co., called upon the broadcasting and publishing industries here last week to establish a communications committee which would aid the government of the U. S. in developing and implementing its international communications policies.

The suggestion was made by the broadcasting executive as he accepted the "man of the year" award at Pulse Inc.'s 19th annual luncheon.

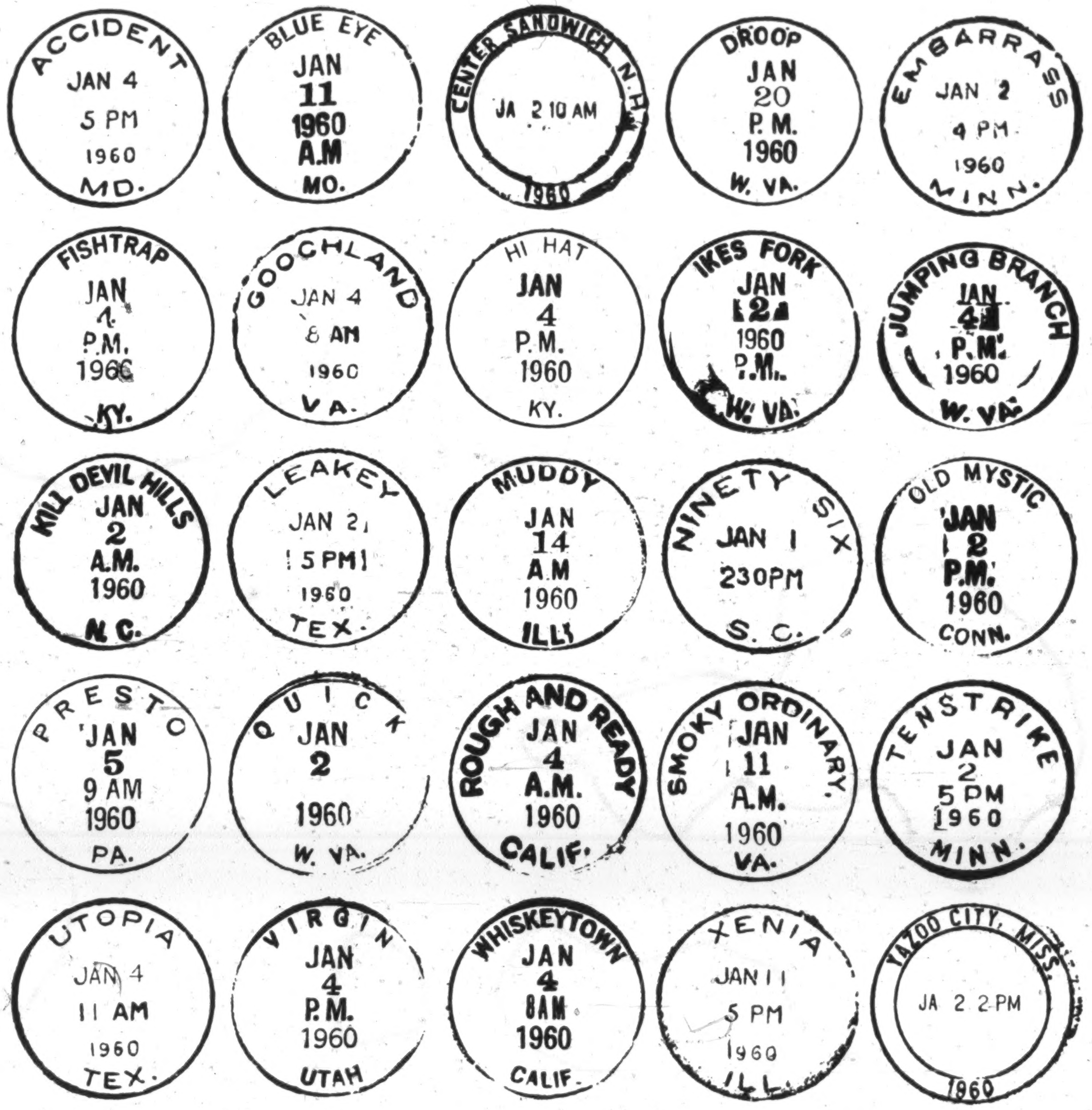
■ He asked that the imaginative men and women in all areas of communications—programming, advertising, engineering, management—use their own initiative to meet the "need for reasserting the strength of this nation, the traditional freedom for which she stands."

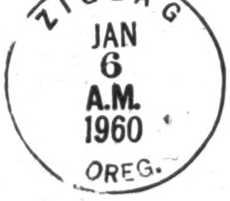
Mr. McGannon said that his proposed committee should not take the responsibility for government propaganda. "I am not talking about substance, but about method and technique," he explained.

In receiving the Pulse award, the Westinghouse head said that such "coveted awards" contain an "implicit danger" because they might lead the recipients into an area of contentment. The allegations of mediocrity and complacency which already have been levied against broadcasters have led to all sorts of proposals for government control of the radio-tv industry, he added.

■ "This is a dangerous thesis," he said. "For control, to the extent exercised, becomes a restraint upon imagination, ingenuity, creativity, inventiveness and energy. Finally, it will drive from the industry those venturesome personalities who do give it promise of a glorious and productive future ...

"And, if there is a 'sickness of the soul' in the West, as suggested by Dr. Charles H. Malik [Lebanese diplomat], and I deny it, it will not be cured by government restriction and confining of the talents of the people who help to make freedom possible. It will be cured by dedicated use of those talents," Mr. McGannon concluded.


ACCIDENT JAN 4 5 PM 1960 MD.
BLUE EYE JAN 11 1960 A.M MO.
CENTER SANDWICH N.H. JA 2 10 AM 1960
DROOP JAN 20 P.M. 1960 W. VA.
EMBARRASS JAN 2 4 PM 1960 MINN.
FISHTRAP JAN 4 P.M. 1960 KY.
GOOCHLAND JAN 4 8 AM 1960 VA.
HI HAT JAN 4 P.M. 1960 KY.
IKES FORK JAN 2 1960 P.M. W. VA.
JUMPING BRANCH JAN 4 P.M. 1960 W. VA.
KILL DEVIL HILLS JAN 2 A.M. 1960 N.C.
LEAKEY JAN 2 5 PM 1960 TEX.
MUDDY JAN 14 A.M 1960 ILL.
NINETY SIX JAN 1 230PM S.C.
OLD MYSTIC JAN 2 P.M. 1960 CONN.
PRESTO JAN 5 9 AM 1960 PA.
QUICK JAN 2 1960 W. VA.
ROUGH AND READY JAN 4 A.M. 1960 CALIF.
SMOKY ORDINARY JAN 11 A.M. 1960 VA.
TENSTRIKE JAN 2 5 PM 1960 MINN.
UTOPIA JAN 4 11 AM 1960 TEX.
VIRGIN JAN 4 P.M. 1960 UTAH
WHISKEYTOWN JAN 4 8AM 1960 CALIF.
XENIA JAN 11 5 PM 1960 ILL.
YAZOO CITY, MISS. JA 2 2 PM 1960


ZIGZAG JAN 6 A.M. 1960 OREG.

The postmarks are actual reproductions

From A to Z, Grit sells small towns to give you balanced national coverage

Far-away places with strange-sounding names. Those are Grit towns, and there are 16,000 of 'em across the country. That's a lot of towns . . . a lot of people . . . too big a market to miss. And you *are* missing it, relatively, with your advertising in the metropolitan-minded mass magazines. That's why your Grit campaign is so important . . because it offsets the big-city bias of the major mass media and helps provide *balanced national coverage*. Only Grit gives it to you . . . and without it you can't hope for total marketing success.

GRIT

Grit Publishing Co., Williamsport, Pa. • Represented by Scolaro, Meeker & Scott, Inc., in New York, Chicago, Detroit, Philadelphia; and by Doyle & Hawley, Inc., in Los Angeles and San Francisco

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Share-of-Market Gain Hinged on Special Offer, He Says

To the Editor: In your issue of Sept. 19 you carried an article by Harry W. McMahan entitled, "When Do We Get Better TV Commercial Research?" Mr. McMahan evidently has mixed feelings about research, but as an example of the kind he likes, he cites the effectiveness of a new tv commercial approach in Chicago as being responsible for a dramatic change in the brand share enjoyed by Coca-Cola in Chicago.

There is an implication in Mr. McMahan's article that a promotion—specifically two bottles free when you buy six at regular price—had nothing to do with the change in market share. He did not mention this promotion at all, nor did he say when it started and when it stopped. He did quote Nielsen figures which, I believe, are not available to anyone other than Nielsen and their clients.

That being the case, why did the source of his information choose to ignore the relative importance of the "free-goods" promotion? Why did Mr. McMahan in his "research" not inquire as to all the other elements of basic marketing that have an effect on results?

Mr. McMahan's article appeared in ADVERTISING AGE on Sept. 19, about four and one-half months after the discontinuance of the "free-goods" offer. Has Nielsen—or Mr. McMahan's other source of Nielsen information—revealed to Mr. McMahan the current market shares of Pepsi, Coke and Seven-Up?

Would Mr. McMahan be surprised?

A. J. Behrens,
Executive Vice-President, Pepsi-Cola General Bottlers Inc., Chicago.

Apparently share-of-market has changed since the offer discussed above, but definite sales figures are unavailable.

• • •

Adman Resents 'Pitchman'

To the Editor: On Oct. 3 you smeared four distinguished men with the disparaging title of "Tv Pitchmen."

On Oct. 10, on Page 50, you again lead into a picture-caption with this uncomplimentary word.

To a self-respecting advertising man, the name "pitchman," like "huckster," is as repugnant as "yellow journalist" must be to you.

Goodwin Alarik,
Foote, Cone & Belding, Chicago.

Editors have been alerted to watch their language.

• • •

Hal Stebbins Speaks with Insight, Wit, They Say

To the Editor: Hal Stebbins is endowed with a gift for striking straight to the core of things—and doing it with a whimsical wit and a masterful turn of the rhetorical phrase.

His AA Workshop talk on brave bulls and sacred cows is a striking example (AA, Sept. 19). His talk was simple and graphic; he spoke with a pervading richness of insight, he compressed an immense meaning into a capsule.

Any creative adman in this country who aspires to do top tier work would do well to ponder the meanings Hal Stebbins condensed into his artful and scintillating talk.

Thanks for publishing the full text.

Don Breech,
Creative Director, John A. Ripley Advertising, Los Angeles.

• • •

To the Editor: The article reproduction of Hal Stebbins address to the Creative Workshop was stunning!

Some of us here feel that it could be the creed, the declaration, the party platform, for those of us who rail under the bridle of nit-picking, gnat-gathering committees and the curse of creative amputation of those higher up. . .

Raymond J. Considine,
Vice-President, Atlas Advertising, Brookline, Mass.

•

To the Editor: Digested every word of Hal Stebbins' speech on "Brave Bulls and Sacred Cows" . . . If I had more time I would write a shorter note on how it tickled my creative appreciation bone; nonetheless, his diagnostic metaphors and antiseptic Metaphens blend well in treatment of the anthrax in our "sacred cows."

James J. Driscoll,
Advertising Manager, Neville Chemical Co., Pittsburgh.

•

To the Editor: I have now read "Brave Bulls and Sacred Cows"—twice! As is true with all heady ideas, expressed in beautiful prose, the speech not only deserved but demanded a second reading!

It seems to me that he has said all, by way of fundamental truth, that can be said about advertising—anything beyond this would be merely elaboration and annotation. It is to advertising what the preface of "The Nigger of the Narcissus" has been to literature.

I'm not just "blowing smoke"—I mean it!

King Wilkin,
Crown Zellerbach Corp., San Francisco.

•

Paris Ad Originated in New York, Agency Man Says

To the Editor: Man bites dog—and Paris copies New York! The ad you called "Smacko" in your Oct. 3 story about the St. Louis display of "Advertising Around the World" did not originate in Paris. Our agency created it as part of a campaign for our client, Mavest sportcoats. The ad series appeared in 1958 in *The New York Times Magazine*, *Esquire* and *Gentlemen's Quarterly*. The campaign was so successful that the client sent it to their Paris office and they then used it in the French men's fashion magazine *Adam*.

Many thanks for reporting that our ad received "most attention" at the St. Louis advertising show. And we're glad that Frenchmen like the "sex dominated" approach as well as the Americans.

Harold Levine,
Vice-President, Mervin & Jesse Levine, New York.

• • •

What's Wrong with Special Audience Weeklies? He Asks

To the Editor: According to ADVERTISING AGE (Oct. 17) Camel cigarets has scheduled ads in every daily and weekly newspaper in the U. S.—except the religious weeklies. I wonder just what religious weeklies have to do to get their share of national advertising? The biggest weekly in this area has a circulation under 8,000. All the others are way below that figure. As a matter of fact, no one knows what their circulations are. Yet, they are all on Camel's schedule. The smallest religious weekly in the state has a circulation of about 20,000. The biggest is several times that figure.

The national advertisers tell us

$ $ $ $ $ $ $ $ $

INSTITUTIONAL IS NOT A BAD WORD IN ADVERTISING

Fairfax M. Cone, Chairman, Executive Committee Foote, Cone & Belding, Inc.

The principal trouble with institutional advertising is that it is often presented after the manner of 1900 when almost all advertising was done purely to keep one's name before the public.

In the fifty years since, most advertising has become much more meaningful and, above all, much more direct; that is, most advertising other than what we have come to call institutional advertising.

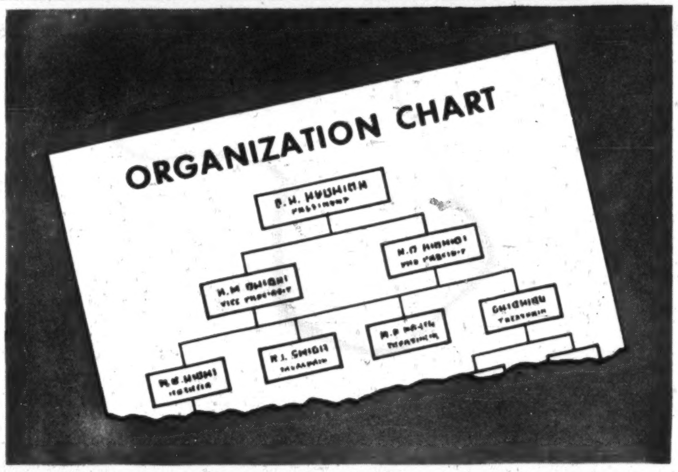
The difficulty arises because so much of this latter lacks either a point of view or a sense of direction. It talks about the advertiser instead of his prospects and quite often it undertakes to find these prospects like needles in the haystack of huge circulation.

On the other hand, when any institution offers its services or its products or its resources for specific purposes (even when these may be beyond anyone's ability to utilize at the moment) and when these are presented frequently enough to be remembered and accepted by understanding and imaginative people at the key top level of business and finance, then institutional advertising is invaluable.

SPONSORED BY BARRON'S, THE NATIONAL AND FINANCIAL WEEKLY
A DOW-JONES PUBLICATION

$ $ $ $ $ $ $ $ $

$ $ $ $ $ $ $ $ $



FINANCIAL DECISIONS MADE HERE

You beam your financial and institutional advertising right to the people who can do something about it when you advertise in Barron's.

In Barron's you reach more than 30,000 corporate officers—the men who make their companies' financial decisions. Further, more than 21,000 Barron's subscribers exert their influence in the giant corporations which employ 1,000 or more.*

It's part of the job for 22,000 Barron's subscribers to give financial advice *to* business organizations . . . and this doesn't include thousands more who are in the full-time business of giving financial advice *about* business organizations to individual investors.

Barron's gets the careful attention of this vital core of the world of money because Barron's is about money. Your advertising becomes more meaningful in this editorial atmosphere . . . in Barron's *advertising, too, is read for profit.*

*These facts from a survey of Barron's subscribers by Benson and Benson, independent research specialists. For an easy-to-read booklet, summarizing the results of this survey, write or call any Barron's office.

BARRON'S
. . . where advertising, too, is read for profit!

NEW YORK
50 Broadway

CHICAGO
711 W. Monroe St.

BOSTON
388 Newbury St.

LOS ANGELES
2999 W. 6th St.

CLEVELAND
1325 Lakeside Ave.

$ $ $ $ $ $ $ $ $

they don't advertise in "special audience" newspapers. Why? What's wrong with a special audience? It seems to me this audience buys cigarets, food, clothing, automobiles, etc., just like any other consumer. Moreover, religious newspapers have a reader loyalty to advertisers other papers cannot claim.

Very Rev. Msgr. David E. Sherin,
Executive Editor, *The Catholic Free Press*, Worcester, Mass.

• • •

Ad Leaves Reader Bloated

To the Editor: We thought that they were kidding when we first read this ad but later realized they were serious. It reads like an 8th grade satire of the advertising profession.

Certainly, this is not the sort of ad you enjoy reading before or after your evening meal.

Agreed?

Carlton J. Mertens,
G. Heileman Brewing Co., La Crosse, Wis.

BURP!
sounds awful
but oh, how
good it feels!

Burping feels so good because it gets rid of gas that bloats your over-acid stomach. But why wait for nature to take its course? *Burp yourself* with Pfunder's! Pfunder's Tablets quickly relieve that gassiness, stop more gas from forming! Pfunder's "foaming" action in your stomach *smothers* fiery acid, *smothers* burning acid pain! Starts to relieve indigestion, heartburn, sourness almost instantly. Coats lining of stomach for *continuing* protection. You can eat hearty without fear of gassy acid pains. After meals, just *burp yourself* fast with Pfunder's! Pfunder's Tablets at all drug stores.

• • •

GM's World Series TV Ads Were 'Garrulous Garbage'

To the Editor: It is absolutely incomprehensible to this small agency man that somehow, somewhere along the creative line, General Motors and its agencies didn't take a long look at the commercials it has just presented on the telecasts of the 1960 World Series.

Indecipherable copy sung by two indescribable characters is not, in my opinion, the way to tell the largest male audience of the year about a subject in which they have a proven interest—the 1961 line of GM cars.

And certainly the image created by this garrulous garbage can hardly be expressed better than by a local mixologist, who stated, "I get it; this year GM's making cars for queers."

Well, I guess GM can afford it.

John A. Ramsey,
Harry Sturges & Associates, Chicago.

• • •

Buick's New Ad Theme Is Strictly from Hicksville Agency

To the Editor: We are a small, but select, advertising firm and have been watching with mounting interest Buick's latest campaign. They have adopted the same theme we have been using since April for a client of ours, Continental Confections Inc.: The Best of Both Worlds. If you would like to see them, we can send you copies of the ads that have appeared in *Telefood Magazine* every month from April on.

It seems to us that, with limitless funds at their disposal, Buick's agency could pick on someone their own size. Surely they can hire talent who can copy from outfits larger than ours.

Frances Curran,
NR Advertising, Hicksville, N. Y.

We gather together...

TOGETHERNESS—*This color page will promote Ocean Spray cranberries in December issues of American Home, Good Housekeeping, Ladies' Home Journal, McCall's and Sunset. The ads are timed for the Thanksgiving and Christmas season. Batten, Barton, Durstine & Osborn is the agency.*

Infamous Brand 'X' of Ad Ignominy Is Now a Blah Cigaret

New York, Oct. 25—This may sound like a non-smoker's pipe-dream, but three admen have got together to put Brand "X" on the market. It could only happen on Madison Ave.

Brand "X" is not a toothpaste, or bath salts, or chewing gum. This standard adman's identification for the "other product" has been appropriated, in all seriousness, as a brand name for a private label cigaret.

■ Over the past few years, Dave Diener, vp and creative director of Monroe Greenthal Co., and Martin Solow, exec vp of Wexton Co., have had a series of blue-sky lunches at which they took turns dreaming up millionaire-making schemes.

Last May Mr. Solow came up with the idea of Brand "X" cigarets. They hauled in Ed Handman, Wexton's copy chief, and Brand "X" Enterprises Inc. was born.

The first step was to find a manufacturer. He was prepared to go along with the boys so long as he was paid in cash—before delivery.

The next step—the tobacco. All three sat down to huff and puff for the first time in their lives (all are non-smokers) and eventually hit on the blend that seemed just right—"a cigaret containing all of the tars, nicotines, etc., that make a cigaret taste good, like a cigaret should," Mr. Solow said.

■ True-blue admen, the next move was a market research program. Some cartons went into a grocery in Queens, a drug store in New Rochelle, a drug store in Roslyn Heights, and others in assorted candy stores and tobacco shops.

The result of the survey, according to Mr. Solow, was uncompromising confusion. At $5 a carton in soft packs and $6 a carton for cork-tips, the brand sold well in working-class areas, while one upper-middle class Westchester community refused to touch them.

Convinced that they have a good thing, the admen-marketers are launching Brand "X" in New York with a limited program that is amusing the big names in the tobacco business.

■ Copy is quite explicit:

"Take your stand with Brand 'X'—the cigaret that always comes in second. No exclusive blends; no secret ingredients; no roasting, toasting or pan-frying. This is an ordinary cigaret—for extraordinary people. Costs a little more—but remember, it promises a little less. Find another cigaret that makes this promise!"

As Mr. Solow says, "Brand 'X' is the cigaret for the man who couldn't care less. It's for the man who buys one of the low-priced three, who doesn't subscribe to the *Wall Street Journal*, *Time* or sundry other devices to enable him to surmount all obstacles."

■ And the industry reaction? One big-company spokesman said that Brand "X" was hardly likely to take any of its business away. "But they are cocking a snoot at the big people, and it's good to have a fresh view of the whole business. Good luck to them—they aren't going to make much money, but at least they are going to have a lot of fun."

Another: "There have been, and are, a lot of private label cigarets. To survive, a new brand has to have a product feature, which Brand 'X' does not have. Maybe if they came out with lipstick-colored filter tops, they may go over in a big way in the 400 set."

At any rate, Brand "X" is on the market, and its admen sponsors are using all their advertising know-how to prove that it's no good no-how. #

Cosmopolitan Insurance Starts $100,000 Campaign

Cosmopolitan Insurance Co., Chicago, has launched a 52-week advertising campaign in *Chicago Tribune, Daily News, Sun-Times* and *Chicago's American*. The *Insurance Exchange, Best's, National Underwriter* (Fire Edition) and *Rough Notes* will also be used in the campaign. The budget is $100,000, according to Hal Frank & Associates, Chicago, the agency.

W. L. James to Espey Mfg.

William L. James, a former Westinghouse sales and marketing executive, has been named marketing manager of Espey Mfg. & Electronics Corp., Saratoga Springs, N. Y. From 1949 to 1955, Mr. James most recently was marketing manager of the Westinghouse semiconductor department, Youngwood, Pa.

SWINGLES.*
CUSTOM MADE
ONLY $68
U.S. only

the JINGLE MILL

***SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.**

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
143 W. 51st St., N. Y. 19, N. Y. • PLaza 7-5730

IVERS LEE
HAS A HOUSEFUL
OF
UNIT-PACKAGING
IDEAS!

FROM IVERS LEE America's leading house of Unit-Packaging comes a houseful of unique packaging ideas . . . each custom-tailored to fit your sampling or premium requirements, for tie-in sales, for dispensing and for many other marketing needs.

Unit-Packaging is "one at a time" packaging so it's the perfect way to package solids, liquids, or powders in small quantities. Virtually any product can be packaged in Polyethylene, Cellophane, Saran, Foil or a wide variety of other transparent or opaque films. The Unit-Packages offer 100% protection against virtually every environmental condition. They are easy to open and light in weight. And Ivers-Lee Unit-Packages can be printed in bright colors that stay fresh and sell-able indefinitely.

Ask the man who has helped design hundreds of fast-selling Unit-Packages — your Ivers-Lee man. There is one in your area to help you. Write or call today!

IL-created packages, machines and methods fully covered by U.S. and foreign patents.

il Ivers Lee Co.
223 CENTRAL AVE., NEWARK 3, N. J. • MItchell 2-4311
Ivers-Lee Company (Canada) Ltd., Brampton, Ontario • BUtler 6-3666

Mrs. Long Named Publisher of 'Huntington Advertiser'

Mrs. Edward H. Long has been appointed publisher of the *Huntington Advertiser*, Huntington, W. Va., following the resignation of Walker Long as chairman of the board of Huntington Publishing Co., publisher of the *Advertiser* and a vp of WSAZ.

The Federal Communications Commission recently approved the sale of the Walker Long and J. H. Long estate interests in the newspaper and broadcasting firms to the Huntington Publishing Co., headed by William D. Birke, president. The sale price was not disclosed. The company also publishes the *Herald-Dispatch* and the *Sunday Herald-Advertiser*.

FREE

NEWSLETTER ON DIRECT MAIL ADVERTISING

Keep up-to-date with newest developments in direct mail field. Learn latest ideas, techniques, methods to improve your results. Unique FREE service tells where and how to get facts and articles you want. To get this newsy direct mail guide regularly, without cost or obligation, send your name and address NOW to:

The Reporter of Direct Mail Advertising
276 Seventh St., Garden City, N. Y.

Hicks & Greist Adds Regina

Hicks & Greist, New York, has been named to handle advertising for Regina Corp., Rahway, N. J., maker of the Regina floor polisher, Electrikbroom and Electrikmop, effective Nov. 1. Present agency is Mogul Williams & Saylor. Hicks & Greist also has named Vincent J. Daraio, an account executive, a vp.

MODERATION MESSAGE—*The House of Seagram is urging sportsmen to keep their powder dry this hunting season with this b&w spread to appear in Field & Stream, Outdoor Life and Sports Afield. The poster, which points out, "Whisky and gunpowder don't mix," will be reproduced on cloth for display at rod and gun clubs. Warwick & Legler, New York, is the agency.*

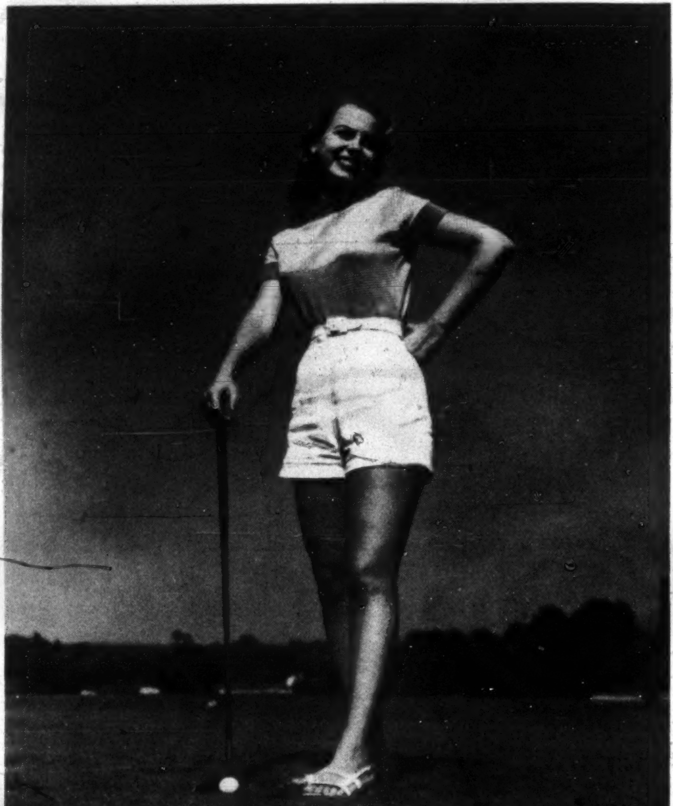
'Pacific Drug Review' Sold to Beeler Publishing

Beeler Publishing Corp., San Francisco, has purchased *Pacific Drug Review*, Portland, 72-year-old retailer monthly covering 13 Western states, and has moved it to San Francisco.

The first issue under new ownership—and in a new format—will be November. Richard Y. Evans has been appointed combination editor and advertising manager. Assistant ad managers are Bert Smyth and Jerry Humpal. John E. Crain, ad manager of the two other Beeler publications, will serve as advertising consultant.

Republic Aluminum to Rabin

Republic Aluminum Mfg. Corp., New York, manufacturer of aluminum combination storm and screen windows, has appointed Jules Rabin Associates, Valley Stream, N. Y., to handle its national advertising.



**Performance pays off—
not attractive figures**

It's a safe bet that most of us, at one time or another, have learned that an alluring figure holds no promise of performance and quality. And most of us know through experience that in services as well as in products, value is proved by consistently meritorious performance and dependable high quality . . . ROGERS' large number of nationally known clients would indicate wide recognition of a reliable, co-operative service and firm adherence to the highest standards of craftsmanship.

ROGERS
engraving company
2001 calumet avenue • chicago 16

master-craftsmen of photo-engraving

Media Buyer and Editor Should Get Together: Matthews

NEW YORK, Oct. 25—Greater togetherness between media buyer and magazine editor might be a good way of supporting the magazine salesman's selling efforts, according to William E. Matthews, vp and director of media relations and planning of Young & Rubicam.

■ Speaking before a gathering of magazine space representatives, Mr. Matthews indicated that—at Young & Rubicam at least—sincere editors might do a better job of selling their magazines than statistics and salesmen.

"We want to have an understanding of the editorial character of the magazine," he said. "In a real sense, a media buyer must be an editorial analyst. It means studying and interpreting the editorial thinking, the policies, purposes and directions behind the substance of each issue of a publication.

■ "For that reason, we like to become acquainted with editors, to talk with them about what they believe in and are trying to do and to judge the quality of their thought and the responsibility of their direction.

"That may sound presumptuous, as if we felt ourselves competent to sit in such judgement. Not at all. We are eager disciples sitting rather at the feet of the masters. For we believe that if we can but touch the hem of the garment we may have some virtue flow to us for our own modest purpose."

In the event editors might feel that talking to agency men would be "an intrusion upon the editorial sanctum," Mr. Matthews left it up to the space salesman to interpret the magazine's editorial outlook.

"There are many definitive stereotypes about editorial with which salesmen are armed," he said, "But I think we need more than that. I would rather talk to you about the meaning of the magazine you represent—abstract as the terms may be—than to have a pile of breakdowns and columns of figures to the ceiling."

■ Turning to more orthodox methods of selling space, Mr. Matthews suggested magazines provide greater flexibility in their distribution patterns by expanding uses of split runs and regional editions.

For instance, he suggested that magazines utilize new technical developments—particularly in the field of electronics—to increase flexibility of scheduling and copy application.

"One of our directors has made the suggestion that in this age of automation it should be possible to list on cards or electronic tape the characteristics of every subscriber to a magazine—all those owning autos three years or older, for example.

"Then these notations could be pulled out and the copies of the magazines going to this three-year class could carry advertising of replacement tires, while to the rest of the circulation other products of the same manufacturer would be presented. Thus we might come close to door-to-door salesmanship." #

CM
EST. 1904

THE MASSILLON-CLEVELAND-AKRON
SIGN COMPANY
MASSILLON 2, OHIO

LITHOGRAPHY
SILK SCREEN
ON
METAL
DRILL
PLASTIC
SATIN
CARD BOARD
FOR INDOORS
AND OUTDOORS

•

EMBOSSED METAL
GROMMETING
SEWING
FORMING
GLUING
RIVOTING
METAL PARTS
AND
ASSEMBLY.

VOLUME SIGN PRODUCTION
FOR INDOOR AND OUTDOOR
ADVERTISING & P.O.P. PROMOTIONS

'Field & Stream,' Two Scholastic Books Boost Rates, Bases

New circulation and rate figures have been announced by *Field & Stream* and Scholastic Magazines. *Field & Stream*, effective with its January, 1961, issue, will boost its circulation guarantee from 1,100,000 to 1,200,000. Advertising rates, effective with the April issue, will go from $4,800 to $5,200 per b&w page. Scholastic Magazines, effective with the September, 1961, issues, will increase circulation and rates for *Co-Ed* and *Science World*. Net paid circulation base for *Co-Ed* will be increased from 400,000 to 450,000, while b&w page rate will go from $1,700 to $1,900. Net paid circulation base for *Science World* will be increased from 200,000 to 300,000. Ad rates will go from $1,360 to $1,800 per b&w page.

SAN
DIEGO
CALIFORNIA
BUYS
MORE!

Newspapers Boost New England in 16-Page Brochure

BOSTON, Oct. 25—A hard-hitting pr and personal selling promotion of the New England region and newspaper advertising was launched here at the 23rd annual dinner of the New England Newspapers Advertising Bureau.

More than 200 newspaper men and their guests witnessed the unveiling of a four-color, 16-page brochure prepared by the bureau and entitled "New England Ranks First . . . Where It Counts Most."

The brochure highlights the region's features showing it first of the nation's nine census regions in total retail sales, food sales and effective buying income per household.

Coupled with it is an 8-page b&w insert containing a county by county report of a selected list of 62 newspapers showing line rates, circulation and type of coverage.

■ Kenneth L. MacMannis, the bureau's director for the past seven months, said both the brochure and the county coverage report "represent a new approach since they're designed to promote all New England newspapers rather than one individual or specific group."

He told the membership that the new bureau aim "is to use public relations and personal sales calls to promote the region and newspaper advertising, instead of by the old effort of concentrating purely on statistical surveys."

■ A similar program on a national scale was outlined by Tom Sinding, president of the American Assn. of Newspaper Representatives. He also is vp of Johnson, Kent, Gavin & Sinding, Chicago, newspaper representative.

Mr. Sinding spoke of his association's program to improve the image of newspapers and their representatives through group effort. In behalf of its membership, he said, the association already has made over 20 presentations to national advertisers and their agencies.

He estimated the cost of each presentation at $20,000 to $25,000.

■ James B. Stickley, assistant publisher of the *Providence Journal-Bulletin*, was elected chairman of the administrative board of NENAB for a second term. G. Prescott Low, publisher of the *Quincy Patriot-Ledger*, was returned as secretary and Charles A. Fuller, co-publisher of *Enterprise* & *Times*, Brockton, Mass., treasurer.

Named to fill vacancies on the board were H. M. Peterson, general manager of the *Herald*, New Britain, Conn., and James F. Duggan, advertising manager of the *Union-News*, Springfield, Mass. #

Detroit Art Club Elects Unwin

C. Bruce Unwin, group art director of MacManus, John & Adams, has been elected president of the Detroit Art Directors Club. Also elected were Claude Streb, Young & Rubicam, 1st vp; Baron Hoffer, Campbell-Ewald Co., 2nd vp; Joseph Kidd, Campbell-Ewald Co., secretary, and Russell Kulberg, MacManus, John & Adams, treasurer.

Unusual Offering

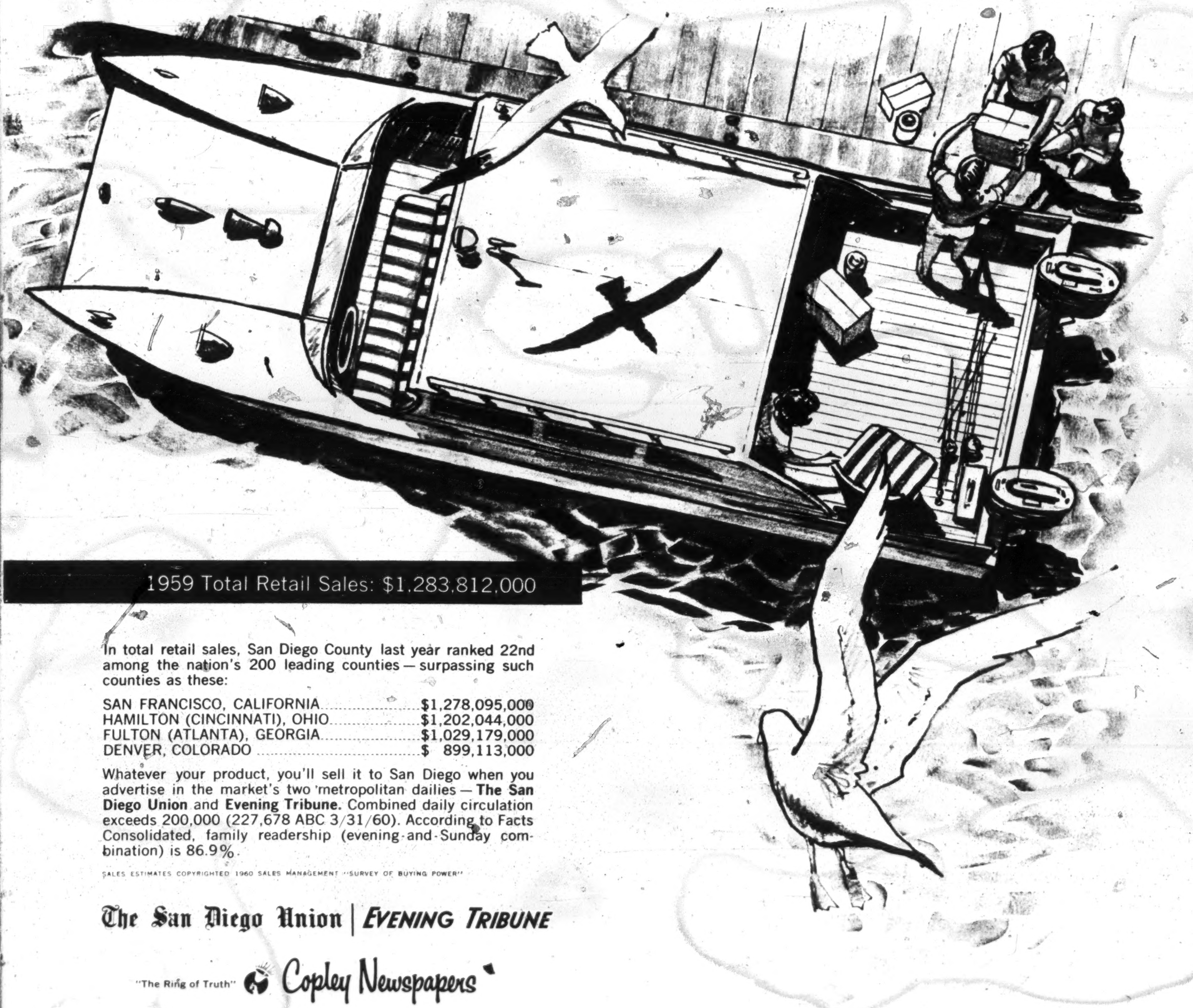
FILM or PHOTO STUDIO SPACE

For Rent

Near North Side
56 E. Superior St.
8,325 Sq. Ft.

- Ground Floor
- Offices and 15 ft. Ceiling Studio
- Private Truck Entrance
- Sprinklered

Call Mr. Krueger
BROWNE & STORCH, INC.
919 N. Michigan Ave.
Chicago 11, Ill.
Tel.: WHitehall 4-7373



1959 Total Retail Sales: $1,283,812,000

In total retail sales, San Diego County last year ranked 22nd among the nation's 200 leading counties — surpassing such counties as these:

SAN FRANCISCO, CALIFORNIA	$1,278,095,000
HAMILTON (CINCINNATI), OHIO	$1,202,044,000
FULTON (ATLANTA), GEORGIA	$1,029,179,000
DENVER, COLORADO	$ 899,113,000

Whatever your product, you'll sell it to San Diego when you advertise in the market's two metropolitan dailies — **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (227,678 ABC 3/31/60). According to Facts Consolidated, family readership (evening-and-Sunday combination) is 86.9%.

SALES ESTIMATES COPYRIGHTED 1960 SALES MANAGEMENT "SURVEY OF BUYING POWER"

The San Diego Union | EVENING TRIBUNE

"The Ring of Truth" Copley Newspapers

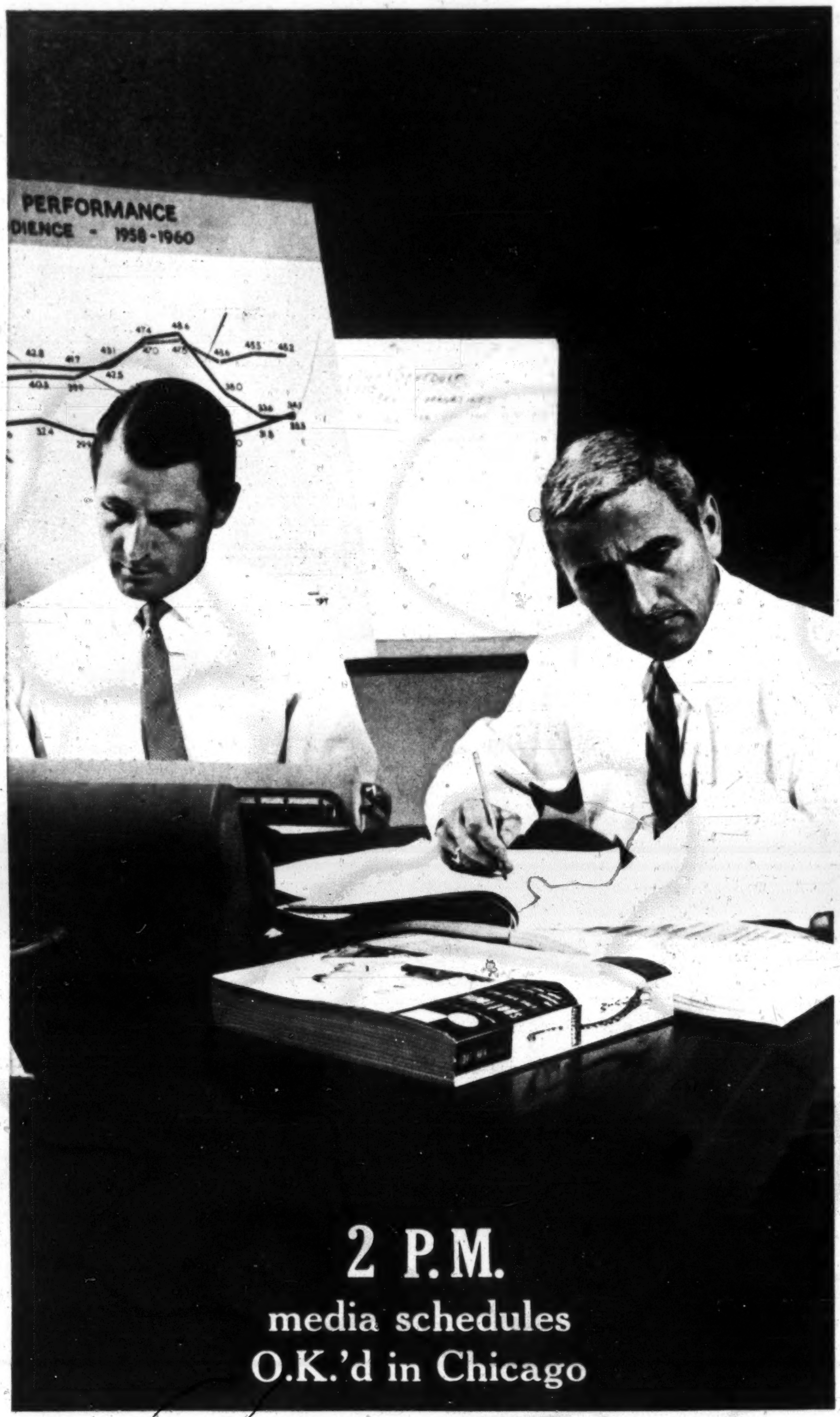
15 Hometown Daily Newspapers covering San Diego, California—Greater Los Angeles—Springfield, Illinois—and Northern Illinois. Served by the Copley Washington Bureau and the Copley News Service.,

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

(NELSON ROBERTS & ASSOCIATES, INC.)

Newest, fastest way to send anything written, printed or drawn:

WESTERN UNION WIREFAX



2 P.M.
media schedules
O.K.'d in Chicago

ONE HOUR LATER
schedules delivered in New York
and Los Angeles* by Wirefax

* Present Wirefax Network includes New York, Washington, Chicago, San Francisco, Los Angeles and Hollywood.

Imagine! You can now send insertion schedules, layouts, storyboards, media and marketing charts, letters, coast-to-coast . . . and they'll be received instantly! That's the miracle of Wirefax —the Western Union public facsimile system that speeds your material—reproduces it in exact, error-proof facsimile form.

It's easy! Size of copy is no problem . . . even for double-page spreads. All you have to do is divide your material into 7½" x 9½" units. Just put name and address at top of schedule (or other material) and deliver it to the Western Union Wirefax Center nearest you. Or, if you prefer, a Western Union messenger will pick up your material for a nominal charge.

What does Wirefax cost? Rates are based on the physical length of copy and the distance transmitted. Example: a 7½" x 4" document between Chicago and New York will cost $2.40. Each additional inch is 40 cents. The same document between Chicago and Los Angeles costs $4.00 plus 65 cents for each additional inch, plus Federal Tax. Pack your page with words, figures, drawings, numbers. (You can get 600 typewritten words on a single sheet of paper.)

Where to call for service or information: In New York: WOrth 2-7300, Ext. 452 or 705—in Washington: NAtional 8-7100, Ext. 275—in Chicago: WAbash 2-4321, Ext. 441 or 442—in San Francisco: SUtter 1-4321, Ext. 309—in Los Angeles (including Beverly Hills and Hollywood): MAdison 7-4321, Ext. 333.

Advertising Age
Feature Section

TV Is, Too, Exciting, Savage Insists
Eye & Ear Man Writes Postscript
Killing 15% Won't Hurt: Agencyman
Woolf Boosts Central Selling Theme

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Ad Readership Scores Can Be Equated with Attracting Prospective Buyers, Starch Asserts

By Daniel Starch
Daniel Starch and Staff
Mamaroneck, N. Y.

Dr. Daniel Starch, originator of the readership method of evaluating the effectiveness of printed advertising, discusses here the assertion that high-readership ads tend to dilute readership, and to attract non-prospects. Not so, says Dr. Starch, declaring there is a straight line relationship: the more readers, the more prospects. He illustrates his thesis with numerous examples.

Do high readership advertisements reach proportionately as many prospects as low readership advertisements?

If a refrigerator advertisement has a relatively low readership score of 20, that is, 20 per 100 issue readers, and if among these 20 ad readers there are five prospects, how many prospects might there be among the readers of a 40 or 60 score advertisement?

Would there be proportionately as many prospects among the high reader advertisement as among the low reader advertisement? Would there be 10 prospects among the 40 readers or 15 prospects among the 60 readers? Is it likely that high readership is attained at the expense of reaching relatively fewer prospects?

■ First, what is a prospect? Obviously, there are different kinds of prospects. In the case of a durable product, such as a refrigerator, a prospect may be a person, whether an owner or a non-owner of a refrigerator, who presently may be planning to buy a new refrigerator within the immediate future. A second kind of prospect may be the owner of a refrigerator, which still gives satisfactory service but which he may need to replace some time within two to three years with a new model. A third kind of prospect may be a young person, a non-owner, who is planning to set up housekeeping and therefore will need a refrigerator.

In the case of non-durable, frequently purchased products, practically every housewife is a prospect for breakfast food or soap or any type of household product.

In the case of business concerns, a prospect is any person in the organization who either has the final decision in making a purchase for the company, or influences the purchasing decision.

To study this problem of the relation between high and low levels of readership and the proportion of prospects among the readers at various levels, data have been obtained and analyzed in three areas: (1) in purchases made by business concerns, (2) in purchases of non-durable consumer goods by individuals or households and (3) in purchases of durable products by individuals or households.

Study of Business Purchases

First, as to purchases by business concerns. A specific study was undertaken in connection with the continuing readership studies of *Business Week*. The aim was to find out whether respondents had any part in making purchases for the company. At the end of each readership interview, this question was asked: "Do you, in your business, have anything to do with the purchase of any of the following products? (1) office machines, furniture and accessories; (2) insurance for business needs; (3) commercial trucks, tractors and vehicles; (4) lubricants and miscellaneous fuels; (5) bearings (roller, taper, spherical, etc.), and (6) electric motors."

Since the readership interview had already been completed as to which advertisements the respondents had read, it was possible to relate those who had some part in the purchase of the various products to the reading of the advertisements. Data of this kind were obtained in connection with 11 issues of *Business Week*. These issues carried 151 advertisements falling into the six product classifications just mentioned. The advertisements were tabulated in five readership levels as shown in the accompanying Table A. The data were compiled separately by products. For example, typewriter advertisements were grouped by readership levels and alongside were tabulated the number who had to do with buying typewriters. The table shows the results for all products combined.

Relation Between Readership of All Respondents and Those Having to do with Purchases

TABLE A

Range of ad reader scores (Noted)	Number of advertisements	Ad readers per 100 issue readers	Number having to do with purchase	Per Cent ad readers having to do with purchase
0-10	15	8.7	4.38	50.3
11-20	48	16.1	8.05	50.0
21-30	50	23.6	11.07	46.9
31-40	20	35.3	16.38	46.4
41-50	18	45.4	20.88	46.0

Table A states that there were 15 advertisements in the low reader group with an average of 8.7 readers per 100 issue readers, among whom 4.38 readers had to do with purchasing the products advertised.

The findings indicate, for example, that the high reader ad group had five times as many readers as the low group (45.4 vs. 8.7) and also had among these readers five times as many (20.88 vs. 4.38) who had to do with purchasing these products. The same relationship holds at each readership level. About half of the ad readers at each level had to do with buying the products or services advertised. The conclusion is that

> *high reader advertisements reach proportionately just as many readers who are prospects as low-reader advertisements.*

■ It would be erroneous to conclude that low readership advertisements somehow succeed better in attracting prospects. The fact appears that high reader advertisements succeed fully as well in reaching prospects as low reader advertisements. See Figure I. It appears, therefore, that the advertisement writer and artist have every reason to strive for high readership as long as it is done with good taste and sales sense.

How About Consumer Non-durable Products?

Do high reader advertisements reach prospects of non-durable products as well as low reader advertisements? Present users of a product are usually good prospects for repeat purchases. How well do high reader advertisements of consumer non-durables succeed in reaching prospects?

To find out what the facts might show, readership of 814 advertisements in *The Saturday Evening Post* were tabulated by readership levels. Alongside these were tabulated the purchases of the same products made during the current week by the readers of the advertisements. Current purchases were those made during the first week after the appearance of the various issues. The products included cereals, soft beverages, cigarets, toothpaste and drug products.

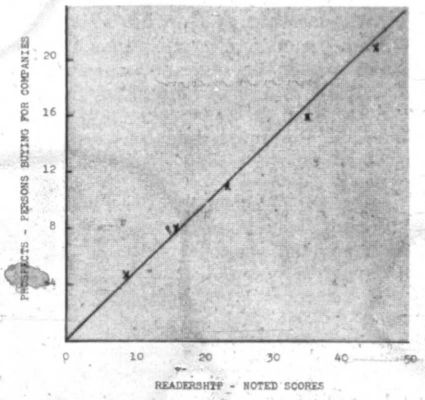


FIGURE I—*As the number of readers of advertisements of a product increases, the number among them who do the buying for their companies increases correspondingly.*

Table B summarizes the results for one-page b&w and one-page four-color advertisements separately.

■ The findings indicate that as readership increases the number of current buyers of the products increases fully as much. The data actually indicate a tendency for a correspondingly greater increase in current buyers. Thus, for example, in the case of the black-and-white advertisements, there were five times as many readers in the 41-50 bracket as in the under-10 bracket, but six times as many buyers of the products. In the case of the four-color advertisements there were four

Relation Between Readership Level and Purchase Level

TABLE B

Range of ad reader scores (Seen-Assoc.)	Number of advertisements	Ad readers per 100 issue readers	Number who bought during current week	Per Cent ad readers who bought
		Six Products—One-Page B&W Advertisements		
-10	18	7.9	1.0	12.9
11-20	123	15.6	1.9	12.4
21-30	126	25.5	3.4	13.3
31-40	83	35.2	4.6	13.3
41-50	21	43.6	6.0	13.5
		Seven Products—One-Page Four-Color Ads		
11-20	28	16.8	3.2	19.1
21-30	68	25.4	5.8	22.8
31-40	88	36.2	8.8	24.3
41-50	97	45.3	10.7	23.6
51-60	91	54.8	13.7	25.0
61-70	71	63.3	17.1	27.1

times as many readers in the 61-70 readership bracket as in the 11-20 bracket, but there were five times as many current buyers.

If it is a sound assumption, and factual evidence indicates that it is, that current users are good prospects for repeat purchases, the conclusion is that

> *high readership advertisements for the same products succeed fully as well in influencing buyers and reaching prospective repeat buyers as low readership advertisements.*

- Comparisons here are made in each instance between advertisements of the same size and color for the same products in the same medium. See Figure II. Advertisements in the high readership levels get much more for the dollar both in number of readers and prospective repeat buyers than do advertisements in the low readership levels. The inference is obvious. The advertiser has every reason to seek out those elements in his advertisements which make for high readership and do so in good taste and with strong, relevant sales appeals.

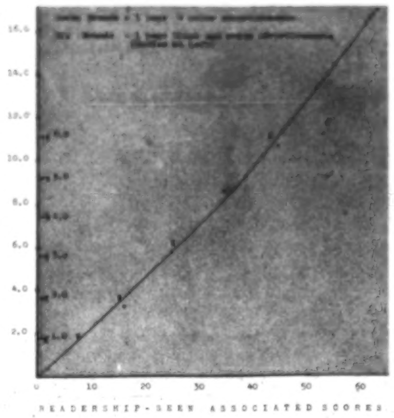


FIGURE II—*As the number of readers of advertisements of consumer products rises, the number among them who are current buyers and prospective repeat buyers of these products rises correspondingly.*

Readership of Advertisements and Ownership of Durable Products

From the data presented thus far one would expect the same principle to hold also in the case of durable products. And it does. That present owners are good prospects for new models is a generally accepted principle. Salesmen say a Ford owner is a good prospect for a new Ford. Owners of a specific make are more interested in that make and are more likely to read about it than non-owners. We know, for example, that readership of Ford advertisements or of any other make is 20% higher among owners of that specific make than among non-owners.

Just to round out this study, the readership scores for 298 advertisements of durable products were tabulated according to the various levels of readership. The products were four makes of refrigerators and five makes of television sets. Ownership of the makes was ascertained at the end of the readership interview.

The data were compiled to show the readers of advertisements of specific makes, per 100 issue readers, and the number of owners of each make among the readers of the advertisements of that make. The findings are presented in Table C.

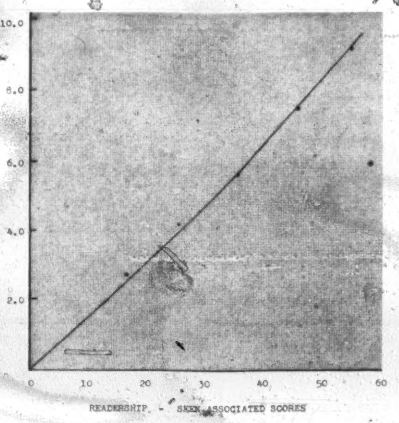


FIGURE III—*As the number of readers of advertisements of durable products rises, the number of owners and prospective buyers of new models rises proportionately.*

Relation Between Readership Level and Ownership of Make

TABLE C

Range of ad reader scores (Seen-Assoc.)	Number of advertisements	Ad readers per 100 issue readers	Number who own make advertised	Per cent owners among ad readers
11-20	70	16.7	2.71	16.2
21-30	107	25.7	4.14	16.2
31-40	62	35.2	5.56	15.8
41-50	32	45.8	7.49	16.4
51-60	27	54.7	9.18	16.3

The inference here is the same as from previous data: As the number of readers rises, the number of owners of the specific makes advertised rises correspondingly. The 51-60 reader bracket had three and a half times as many readers as the 11-20 bracket; it also had among these readers three and a half times as many owners of the specific makes advertised. See Figure III.

- The principle is clearly established: At each level of readership there is among the readers a corresponding proportion of owners, current buyers or prospective buyers. This relationship appears to be a straight line relationship: the more readers are attracted, the more owners, buyers and prospects are attracted.

That this should be so appears almost self evident. Only advertisements using extremely eccentric attention tricks could conceivably attract hordes of mere curiosity seekers and at the same time repel owners, buyers and prospects. In the case of normal, well-designed advertisements, readers and those interested in the product would be expected to parallel each other at all levels of readership.

It would scarcely be necessary to present evidence on the close parallelism between number of readers and prospects except for the fact that periodically this question is raised by commentators, editors, and copywriters. One says for example: "I am not interested in high scores or how many readers my advertisements attract. I am interested only in prospects." The hidden implication is that high scores are obtained at the expense of attracting prospects.

Another commentator says, "Readership scores tell you nothing about prospects." Obviously, readership scores do not and cannot tell you how many prospects there may be among a given number of readers. The fact nevertheless is that for advertisements constructed with good taste and sales sense, the more readers they attract, the more prospects they attract. May the data here presented help lay the ghost of confused thinking!

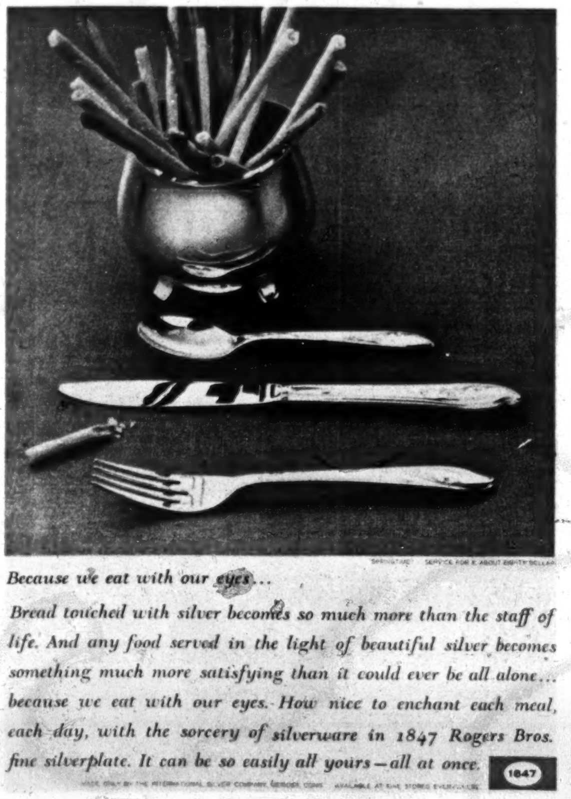
One further comment must be added. While each level of readership has its due proportion of buyers and prospects, there are wide differences among the advertisements within each level in their ability to persuade and activate readers. This is a separate problem which I hope to discuss at another time. #

The Creative Man's Corner . . .

Beautiful Art, Beautiful Copy

If you have bought any wedding presents lately, you must be aware that today's brides are leaning toward sterling, or stainless steel, or both. Silverplate is seldom mentioned. There seems to be a connotation of cheapness, or inadequacy, or something. "Chintzy" is a delightfully expressive word in our slang vernacular.

Obviously 1847 Rogers Bros. does not propose to accept such a state of affairs. Everything about this sumptuously styled 7x10¼" ad from the September *McCall's* is aimed at refuting negative thinking about silverplate.



Because we eat with our eyes...

Bread touched with silver becomes so much more than the staff of life. And any food served in the light of beautiful silver becomes something much more satisfying than it could ever be all alone... because we eat with our eyes. How nice to enchant each meal, each day, with the sorcery of silverware in 1847 Rogers Bros. fine silverplate. It can be so easily all yours—all at once.

1847

Look at the composition, the lines and the highlights of that magnificent photograph, the styling of the silver bowl. Breadsticks are the aristocrats of the bread world. That broken breadstick, with crumbs, is an eloquent touch. Here is someone with a soul for beauty and artistry, who isn't above being a little bit sloppy, even as you and I.

Look at the heading—quiet, paradoxical, making up in startling statement what it lacks in size. "Because we eat with our eyes . . ." A statement proved by the fact that your eyes have only now feasted on the loveliness of that photograph.

And the opening copy—"Bread touched with silver becomes so much more than the staff of life. And any food served in the light of beautiful silver becomes something much more satisfying than it could ever be all alone . . . because we eat with our eyes."

It's no use. This copy can't be quoted only in part. It goes on, "How nice to enchant each meal, each day, with the sorcery of silverware in 1847 Rogers Bros. fine silverplate. It can be so easily all yours—all at once."

Now there's the master stroke—those last three words. Every girl who has started out bravely by listing her sterling pattern with every jeweler in town, and ends up on her wedding day with three place settings, six lemon forks, two sugar shells, a butter knife, and a gravy ladle (it's really a mayonnaise ladle but you can use it for gravy, can't you?)—every such girl will read again those three masterful words, "all at once."

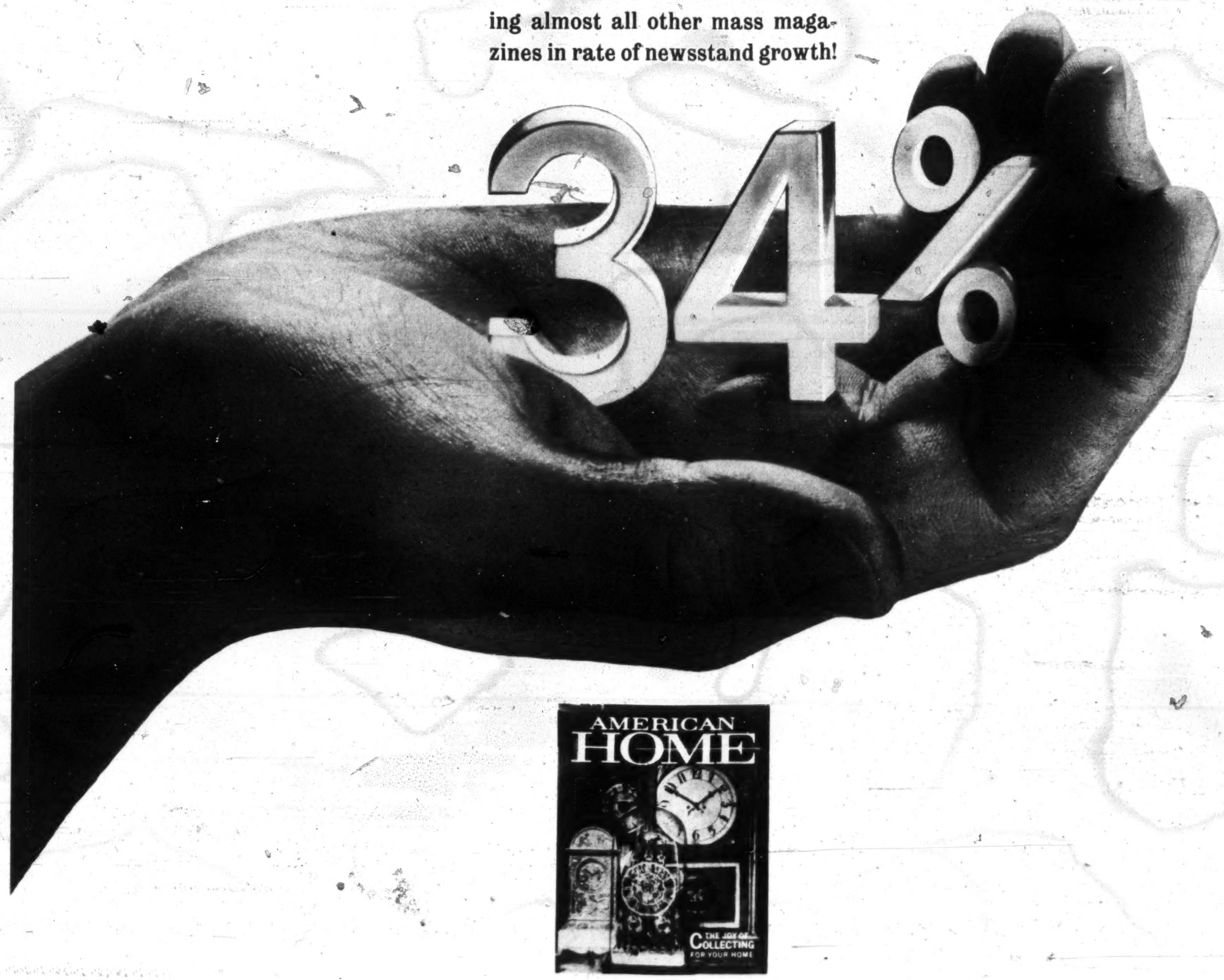
Then, up under the illustration in 6-point caps, "Service for 8, about eighty dollars."

Boys and girls, such advertising as this could well turn the trend back to silverplate!

It is a two-color ad, with most of the copy in orange red, which is our only complaint. It would have done its job as well in black, and it would have been easier to read. But why should we be quibbly about a masterpiece? #

AD ORDERS ON HAND

for the first quarter of '61 point to a banner year for American Home. There's a walloping 34% more space on order right now than at this time last year. The list of new and renewed accounts reads like the blue book of the marketing community. How come the big hand from advertisers? Chalk it up to American Home's new bold graphic approach, its new youthful vitality, its new wealth of bright ideas on building, decorating, meal planning and gardening. No wonder latest ABC figures show American Home outdistancing almost all other mass magazines in rate of newsstand growth!


34%
AMERICAN HOME
THE JOY OF COLLECTING FOR YOUR HOME

A CURTIS MAGAZINE READ BY 12,000,000
MEN AND WOMEN WITH A
CONSUMING INTEREST IN THE HOME.

Eye and Ear Man Writes a Postscript . . .

Outlines Some Unfinished Business for Future AA Columns

By Rodney Erickson

The editors of AA have asked me to tiptoe out of retirement and write a postscript to my letter of retirement. Since I coyly reserved the right to send them material when the spirit moved me, and since I have a good deal of unanswered mail, I readily accepted this opportunity to clarify my position.

First, let me thank those readers who were kind enough to write to me. The following were their comments:

1. *"You can't mean you have nothing to say. You're just lazy."*

The fact is that being known as a blabbermouth who will make a fiery speech to an audience of two or more adults on any subject, there is some truth to that. But the fact that it became harder and harder to attack a provocative subject made the words lack conviction. Lazy or not, *forced* words are dull words.

2. *"You are letting agencies down at a time when they need a strong spokesman."*

That may be true but, as I have said repeatedly, I think the agencies are "whistling in Dixie" as far as any hopes of re-entering the production of television programs is concerned. A strong, competent, experienced man representing an advertiser can and will—always—make his views felt, whether he has a one-minute participation, hitchhike or full sponsorship of a show. A weak or inexperienced man will draw only yawns regardless of contractual authority. Unfortunately the man who can run the show is migrating from agency to production in an evolutionary process.

■ I agree, however, that the agencies should have a strong spokesman, but the voice should come from an agency man. I am no longer an agency man and hard as I try to remember my training and background, I find my ice-cold objectivity follows my source of income. I pass the baton to an agency man and urge him to fight to preserve his world.

3. *"I am trying to remember what you said about me."*

I have a fairly complete file of the articles and they bear out my earnest intention not to deal in personalities. Rarely did I ever even mention a name. The poison darts were generically blown in the old school of "if the shoe fits, wear it." Further I bent over backward to avoid using the column as a personal vendetta. I figured I could handle my own battles without the help of an anonymous column.

4. *"I knew it was you all the time."*

Not more than four people in seven years ever accused me of writing the column. I fenced those accusations by admitting I supplied the AA staff with subjects and information occasionally. Only a few people ever really knew. Considering what talkers we all are—especially me—I think it was a remarkably well kept secret. At least most of those who "knew" never confided in me.

5. *"I hope you will come back."*

You bet I will, AA willing. There are a lot of unfinished subjects still to come. A partial list follows:

—The effect of pay tv on free tv.
—Selective audiences for tv.
—The effect of color on tv.
—The international tv department.
—Tv pricing based on circulation.
—Upgrading of tv programming.
—Balanced programming.
—The new tv executive and his scope.

None of these subjects is necessarily for weekly discussions, but all of them are worth a blast from time to time.

■ Above all I am currently engaged in a noble experiment to find out whether an ambitious executive trained by the finest advertiser and the finest advertising agency for 15 years can, at this advanced date, switch into another field. Who knows? I may be back in the agency business screaming for control of tv programming—even if I have to write letters to the editor in order to be heard.

See you soon. #

Don't 'Close the Patent Office'; There's Plenty Ahead for TV

Among the many reactions to the column written by Rodney Erickson on his retirement as AA's Eye and Ear Man was this lengthy letter from David Savage, who challenges the reasons given for the retirement. He insists that "never before has television been in the midst of so many exciting developments," and he outlines many of them as subjects worth further discussion.

By David Savage
Vice-President and Director,
Radio and Television, Lynn Baker Inc.,
New York

Certainly one of the real privileges of friendship is that it affords one the right to disagree, and most emphatically so, with the stated opinion of a friend. On this basis, may I take quite strong exception to the opinions as expressed by Rod Erickson in his Aug. 8 column in your publication.

Agreeing with your editors, I too found it one of the most interesting documents to come to trade attention. I wasn't sure of your editors' use of the word "interesting," however. I'd like to think, for the sake of an industry, that their interpretation matched mine, and stood for incredulity, or perhaps disbelief of what was being stated by one who has had Rod's years in the broadcast business. In its degree of "interest," one might almost assume that Rod's column deliberately invites comparison to the oft-repeated story of the closing of the patent office so many years ago, on the ground that there wasn't anything worth while left to invent. The role into which later years have cast "the patent office case" might certainly lay the general level of credence for Rod's position.

■ The television industry is *not* unworthy of regular comment. The television industry has not lost its excitement and the television industry has not been guilty of lack of imagination. Quite conversely, *never before* has television been in the midst of so many exciting developments. In every field of the industry new directions are emerging . . . new patterns are beginning to be hinted at . . . new horizons are just beginning to come into comprehension.

ART & COPY

THEY DIDN'T LIKE OUR STORYBOARD...
SAID IT WAS NOT ENUFF "STORY" AND TOO MUCH "BORED"!
BOB TAYLOR

Wherever one's primary field of interest lies in the industry, there is excitement. We know, for example, that syndication is generally regarded as much a banking and financing operation as it is a creative force. Yet even in this "factory" end of the business there is a new feeling of excitement, perhaps even for the first time. Programming is taking on new forms, right now, . . . exciting forms, challenging forms. By way of illustration, "The Robert Herridge Theater" gets "sold" in small midwestern markets just as in New York, a fact completely contrary, I'm sure, to every prognostication made for the series at the time of its launching. Why? What are the implications of this fact for a new level of programming in syndication?

■ Not too many years ago, a series of a higher sophistication level tried it, and failed. "American Wit and Humor," with Thomas Mitchell, had lofty ideals and was well produced. But it found that the industry wasn't ready for it—the country wasn't ready for it. "Herridge" is proving an acceptance that begins to whet the appetite of producers and programmers who desire to contribute more to television than hack scripts to feed the bank-controlled grist mill. Also in syndication, another friend, David Wolper, "clicks" with "The Race for Space," and begins to prove a long-held pet prediction of the writer, the syndication of "specials." The 60-, 90- or [illegible]0-minute special has a very definite place in syndication, and will most assuredly blossom in the next few seasons and an exciting new barrage of programming will come forth on the local scene. And not all of it will be documentary in nature by any means. There will be entertainment specials just as fine and rewarding as anything that might have been offered to Rod when he was at Young & Rubicam, and more powerful than many of the specials that the networks have carried since then.

■ In and of itself this raises the promise of dramatic changes and additions to the ranks of the syndicating companies. It would be hard to imagine Screen Gems, or ITC, or others of the larger syndication firms, changing their pattern of operation to accommodate this new direction. Undoubtedly, new distributors will come into being with a new look to their operation, allowing them to market profitably such program material. Even in the ranks of current syndication patterns, new formats are constantly being evolved. CBS Films get ready to market a 45-minute series—a library of one-minute programs is introduced. New ideas, new formats are yet to be announced that will keep the syndication business on a rising level of dramatic happenings for the next many seasons to come. And Mr. Erickson claims television to be an old established business.

In the field of equipment, tape in itself is not a new, sensational development, obviously. But tape, as we *now* have it, is certainly not the last word as to where we are going, technologically. Over the last years many systems were created which evolved to other systems. We remember how, using motion picture techniques coupled to "new" television techniques, Jerry Fairbanks started producing with three cameras simultaneously—a technique of then considerable interest. We next became excited by the potential of DuMont's Vidicam technique, again a step forward.

Then came Bing Crosby's announcement of video tape, quickly followed by the famous RCA Camden demonstrations of their approach. Of course, Ampex broke through with video tape recorders that are the accepted units today. But each month, almost, sees new refinements, new improvements to make tape better, less expensive, more all-encompassing. And again new program forms come to life *because* of tape. The all important feel of "live" can now be transmitted to a re-telecast of a Paar show, to an Olympics game in Europe, to an election coverage, and now to an outdoor western. While "Wrangler" will probably not be voted the best show of the year, it certainly opens eyes to production possibilities through the medium of tape.

■ And the use of tape poses responsibilities upon the broadcast profession. Will the economies of tape be passed along to the advertiser, or will they be added to profit margins for the programmers? Will producers face the challenge by lowering the cost of programming, or by stabilizing the "standard" price lists, and using tape's economies to put a lot more into the production with better writing, better settings, better and more creative production over-all?

These are not minor questions that one can wave away as being premature or insignificant. These are considerations that are of utmost importance to advertisers and are questions that the telecast industry must face up to. Already there is a danger of considering tape as a substitute for film in production techniques—a fatal mistake. Already there is a danger of a show being put on tape and being offered to advertisers as a "cheap tape show." How wrong, how self-destructive. And Mr. Erickson now fears television will slip away from new topics on a week-to-week basis and take its place as an old established business.

And what about subscription television? Is this not a form of television? Is this not a major force that is shaping our entire entertainment industry? Will it not have an effect on American life stronger than the very advent of the motion pictures itself? The answers to these few and fundamental questions must be obvious to anyone in the broadcast or agency field. Of course one cannot put one's head in the sand and wave tollvision (as one trade paper refers to the subject) aside on the grounds that "it will never happen." At an NAB convention just a few years ago, one network vice-president took me aside to say just *that*, as his "reassurance" on the subject. Reassurance is not needed, here. The Canadian tests are showing what was expected—that tollvision can work, that people will want it, and that it will not do away with television as we now have and enjoy it.

■ If one overlooks completely the ramifications that tollvision will have on diverse areas such as theatrical exhibition, production techniques, distribution practices, talent reorientation, and so many other areas, the influence on regular television practices is almost too much to

A MASS OF CONFUSING HEAVY CONSTRUCTION TOTALS

RESEARCHED AND ORGANIZED INTO USABLE FACTS

To cut through *marketing confusion*, CONTRACTORS and ENGINEERS now offers advertisers:

1. *Who owns what*—an Equipment Ownership inventory analyzed by size of construction company and by type of construction work. The facts in 97 equipment categories are available to you.
2. *Who is doing the work*—which of the firms covered by C and E are doing what kind of work in what volume.
3. *Who buys*—continuing C and E reader research reveals individual reader purchasing power.
4. NEW—*Who C and E reaches*—a "by-title" and "type of construction work" BPA Audit* of CONTRACTORS and ENGINEERS' contractor circulation.

SIMPLIFY YOUR HEAVY CONSTRUCTION MARKET DECISIONS WITH THESE NEW STANDARDS

Ask your CONTRACTORS and ENGINEERS representative for the step-by-step Market Facts Plan to help you sell the heavy construction industry.

CONTRACTORS and ENGINEERS

Buttenheim Publishing Corporation
470 Park Avenue South New York 16, New York

*Study CONTRACTORS and ENGINEERS' June 1960 BPA Statement before making any media decisions in the heavy construction field.

accommodate on simple, occasional thought. Certainly, advertisers have much need for staying "on top" of the whole subject, as tollvision might very well develop the need for completely different programming techniques to compete "for free" against "pay-as-you-see." Certainly advertising agencies have a great stake in the future of tollvision. Entire marketing and merchandising philosophies will be subjected to drastic review in the face of the competition to agencies' clients' commercials which are available within free programming. And the influence tollvision will have on station ownerships, including UHFs, cannot be overestimated. It is literally a revolution that begins to show signs of happening. Yet Mr. Erickson feels that there is nothing worth while writing about regularly.

The items I refer to are not the end of the excitement of our industry, by any means. It is not the intent of this open letter to catalog all of the areas of real challenge taking place today and certainly tomorrow. If such a cataloging job were intended it would certainly be impossible to make a definitive list, for one very basic simple reason. Ours is an industry *comprised* of change, of challenge, of tomorrows. Entertainment, and in a broader sense, communications, can never be anything but new, growing, exciting.

Those who can label television as lacking in stimulation are the self-styled critics who are only taking a one-eyed glance at a program log and showing a dismay over the fact that television continues to program westerns, situation comedies and the like. This aspect will never change except by a question of degree. Nevertheless television has most certainly made its influence felt in its few short years of existence, and it has not been a bad influence, by any means, when properly used. Its contributions today are assuredly borne out of the exciting changes that took place in all areas a few short years ago. Just as assuredly, *tomorrow's* influences and practices will be the offshoots of the developments that are part of the behind-the-scene activities as well as the obvious developments of *today*—obvious to anyone who has learned how to use his eyes to understand as well as to see.

■ This letter is not written in any spirit of antagonism toward Rod Erickson. Actually, his viewpoint is not a lone voice in the woods. It is the kind of comment one hears to a degree that is unfortunately too large. This letter, however, is written as a statement of belief in my chosen field. I believe that the television industry has not even begun to reach its ultimate position of communications potential and influence for good upon the viewing public. I believe that great minds, in research, in programming, in finance, in sales, are constantly working toward the ultimate betterment and improvement of their respective contributions to a growing and dynamic industry. I believe that the evidence is overwhelming that this industry faces tomorrows of great change, creative contribution, bold and imaginative extensions of our current concepts. The challenge is upon us, its executives and users, to help shape, help influence, help direct these changes so that we and ours can reap the benefits of the excitement, still unimagined, which television promises to us.

Let's not for one minute dare to think that it's time to close the patent office. Rather, Rod Erickson, and television personnel at every level, should clearly understand that this industry's "patent office" is very anxiously looking for new and larger quarters. #

Salesense in Advertising . . .

More About the Central Selling Theme

By James D. Woolf
Creative Consultant

An article of mine, "The Central Selling Theme," which appeared in this space several weeks ago, stirred up considerable comment. In it I argued that an advertisement built around a single central selling theme is likely to be more effective than an ad built around a more or less unrelated combination of ideas. Among the letters received is one from G. W. Head, advertising and sales promotion manager of The National Cash Register Co. Mr. Head writes as follows:

James D. Woolf

"I have written you previously to express my agreement with the philosophy you express in your column 'Salesense in Advertising.' I was again impressed by your article in the Aug. 22 issue of ADVERTISING AGE on 'The Central Selling Theme.'

"John H. Patterson, the founder of NCR, who was also a great advertising man, had these simple rules for writing good advertising:

1. Few words
2. Simple words
3. Short sentences
4. Big ideas
5. One idea to the ad
6. Pictures tell more than words

■ "About 12 years ago, when I was made manager of advertising and sales promotion, I thought deeply on the subject of improving our ads. No one had tried to develop the central selling theme that would run through all our advertising like a refrain. So I asked myself this question: 'What single idea represents the strongest appeal of our products?'

"There were, of course, several appeals such as protection against temptation; saving of time; getting more money-making information; getting sales figures that would give better control over clerks and departments; saving in floor space, etc. All of these things had appeal.

"But the more I studied the various appeals, the more I realized that they had one common denominator that would be expressed in one single theme: *saving money*. Because after all, every one of those benefits represents a saving in money. So I adopted *saving money* as the central theme of all our advertising.

■ "I have expressed some of this in a talk I gave. I have also enclosed some samples of our ads, all of which embody the central selling theme of which you speak. As a result, our advertising today is more productive of sales than ever before.

"You and I realize, of course, that different products have different appeals. The manufacturers of some products believe that their product has several appeals, and they play on first one and then another until their advertising gives the impression of the man who jumped on his horse and rode off in all directions. Therefore, their advertising lacks the concentrated power of one central selling theme which impresses 'our minds in terms of a single symbol or sharply defined core idea.' As you say, 'too many advertisements try to sell too many ideas.' You have certainly covered that well in your article.

■ "We have found that our own advertising has been greatly strengthened by adopting and staying with the one central selling theme of *saving money*. True, we weave around this central idea some closely related ideas by showing that money is saved by saving time, by saving floor space, by removing temptation, by obtaining more money-making information, etc. But when you put all of these related ideas together, and squeeze out of them the distilled essence, you find that all these values and advantages add up to this central theme: saving money.

"As you say, in trying to determine the central selling theme to use in advertising a product, one finds himself facing a complexity of problems. He may see a dozen selling points—a dozen different angles of approach. To determine the most effective selling appeal correctly requires a thorough study of all factors that have a bearing on the problem.

"Cadillac solved that by determining that *prestige* was their strongest selling theme. They have stuck to this consistently. All other advantages of the Cadillac are corollary to the central theme. Their competitors, Lincoln and Imperial, check their ads ruefully and say, 'We think we have built a better car with many advantages—but we have never been able to overcome that prestige appeal that Cadillac has hammered away at year after year.' Cadillac is an outstanding example that proves your point.

"The experience of NCR during the past ten years, using the one central theme of saving money, is another example." #

Wiping Out Commissions Won't Hurt Us

In these pages, Sept. 12, Leo P. Bott Jr., Chicago agency head, expressed the opinion that small advertisers and agencies will suffer most if a change is made in the present 15% agency commission system. Here is an answer from the president of a company described as "an average small agency, billing somewhat under a half million dollars."

By Harold Hartogensis
President, Hartogensis Advertising Co., St. Louis

Leo P. Bott's contention that small agencies and advertisers would suffer most by abandoning the 15% system is incorrect, in my opinion, insofar as it relates to the small, well-run agency.

Of course, I'm thinking subjectively of the effect a departure from the 15% system would have on my firm. Our immediate revenue losses would be very minor and, in the long run, I think, we'd show both a larger gross and a larger net.

We're an average small agency, billing somewhat under a half million dollars. Next year we should reach the half million dollar level. Many of our clients, in fact most of them, pay us a monthly retainer. The size of the retainer is geared directly to the value of the work we perform. Those accounts which do not pay us a retainer have billings which, on a commission basis, reward us adequately for our efforts. I might point out that we have grown steadily and with very little client turnover. Therefore, our clients would appear to be satisfied with our charges.

■ Mr. Bott makes the point that "usually it costs the advertiser nothing to get professional services." I am reminded of the old rhyme that ends with "things gained without effort are worth what they cost." No business can afford to give away its time without compensation. If commission is the compensation, then indirectly the advertiser pays it. When, or if the commission system is ended, advertisers will rightly expect a lower space or time cost. They will then have more money to spend on professional help.

It is questionable whether publishers will have higher collection costs if they deal directly with the advertiser, as Mr. Bott maintains. No well-run agency will take a weak account. Net profits are too small. Business is not that hard to come by. Nor should an agency regard any portion of its commissions as a return for banking an advertiser. We are not in the banking business.

It is true that, like most agencies, we discount our bills. But we also expect our clients to discount theirs. And we avoid credit risks. Our total write-off for bad debts in ten years of business, and some millions of dollars of volume has been $200. This record, I am sure, is duplicated by most agencies that do not attempt to get rich overnight by taking on speculative, shoot-the-moon accounts. These latter agencies blow up eventually, anyway. Therefore, the publisher or station owner takes his ultimate credit licking.

■ Mr. Bott overlooks one facet of the commission system. In every city there are agencies which were set up by advertisers only because of the commission system. *"Someone has to reap the gravy, why not my cousin's husband who really writes very cleverly?"*

If anything, these agencies have proliferated as advertising volume has grown. Were commissions to be abolished, most of them would melt like snow in April. But the advertiser would still require aid in developing his marketing plans, in advertising preparation, in public relations and in promotion materials. With his cousin's husband cut off from the gravy trough, the legitimate competent agency would get this business.

Who will write ads if there are no commissions? Mr. Bott points out that free lancers would charge more than the commissions involved and thus add to advertising's cost. If that were so, then agencies are now getting paid less than they are worth for this business and thus the commission system is doing them a disservice. Either that, or excess profits from other accounts are supporting the cost of handling this nickel and dime business. Either way, it is an unsound, inequitable condition.

■ Yes, some publishers or their salesmen will write ads for their advertisers. Service departments of this nature were customary years ago. But this would require separate art charges and engraving charges for each magazine and would be too costly to support under today's high cost of mechanical preparation. Therefore, I doubt if this will be a serious factor.

If the commission system were to be abolished there would be greater attention paid to quality and to cost. The size of the agency would be of less importance than the work it produced. Large advertisers might enlarge their own staffs and perform many of the research and media functions now performed by their agency. But the actual creative work, the marketing guidance would still remain in agency hands. And the smaller, sound advertiser, then as now, would recognize the value and worth of competent professional help.

One last point. Mr. Botts sounds the warning that if commissions disappear,

▪ Explosion of pride ▪

Forgive FORUM one burst of vanity. After this, we will be modest once more.

The spark that set off our momentary explosion of ego was a recent preference survey among America's standout architects, the 492 whose work was important enough to be published in any of the three major architectural magazines during the past three years.

The preference? Better than 2 to 1 said "the magazine where I'd most like to see my work in print is Architectural FORUM."

Another reason for our pride: among these 492 you'll find the architects of such great 1960 buildings as New York's Union Carbide Building, Denver's Hilton Hotel, San Francisco's John Hancock Building, and the Detroit headquarters for Reynolds Metals.

All of which are sparkling examples of the brilliant $670 billion building boom coming in this decade—Coming? Already started.

Architectural Forum / the magazine of building / published by TIME INC.

the remaining agents would no longer be the agents of the publishers but more like independent operators. This I find to be a surprising statement. I doubt whether most agencies have regarded themselves as the agents of the publishers since the dawn of this century. They exist primarily to render a professional battery of services to advertisers and at a profit to themselves. They buy for their clients. They do not sell to them.

■ When my firm filled out the Frey questionnaire, we pointed out that not only did we regard the eventual abolition of the commission system as inevitable, but that we would not be hurt by it. We strive to give a dollar's worth of service for every dollar in commissions that we receive and when the services are greater than the commissions, as they frequently are, we charge a retainer to cover the difference. This method, we hold, is the profitable, self-respecting path for the future. It is valid for agencies regardless of size. And equally fair to the advertiser. #

Learning from the Retail Ads . . .

'Double Talk' in Advertising

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

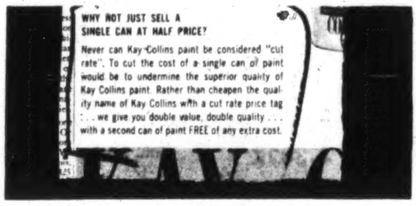
Among ads we can do without are "double talk" ads. "Double talk" appears in a great deal of advertising of all kinds. Watching the Democratic convention, an ad for Drypers flashed on the screen. It showed water pouring from two diapers (presumably—one a Dryper no doubt) suspended somehow, and there seemed to be one flow greater than the other. A flash message came through saying, in effect, that more water was coming through the diaper than the Dryper, "proving that the Dryper is more absorbent."

Of course it proves nothing of the kind. It might only prove that the Dryper is less porous than the diaper—or it might prove something else.

■ Any student of selling comes quickly to learn that unsupported claims are not as convincing as supported claims. On the other hand, it is true that a boldly printed claim, especially over the name of a well known business, gains some credence simply by the boldness of assertion.

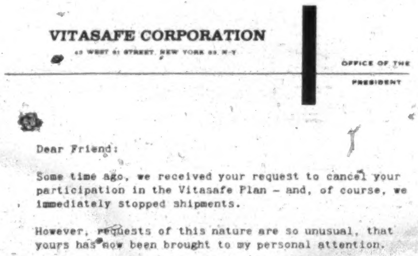
I have been told that Fuller paint advertising on the West Coast has done very well, claiming boldly that a Fuller paint job will last two years longer than another paint job. This is a strong claim. And it is unsupported in the ads I have seen. I am old enough to believe that if the claim were true, there would have been some simple way of explaining it and making it credible.

However, hope springs eternal, and perhaps many people buy that paint over a competing product because, if prices are competitive, the purchaser has nothing to lose, and it may turn out to be true. If claims are untrue, and sell goods, it then becomes a matter of who can make the biggest and loudest claims. And today's business is bought at the cost of public disfavor and ill will several years from now.



WHY NOT JUST SELL A SINGLE CAN AT HALF PRICE?

Never can Kay Collins paint be considered "cut rate". To cut the cost of a single can of paint would be to undermine the superior quality of Kay Collins paint. Rather than cheapen the quality name of Kay Collins with a cut rate price tag . . . we give you double value, double quality . . . with a second can of paint FREE of any extra cost.



VITASAFE CORPORATION
43 WEST 61 STREET, NEW YORK 23, N.Y.

OFFICE OF THE PRESIDENT

Dear Friend:

Some time ago, we received your request to cancel your participation in the Vitasafe Plan - and, of course, we immediately stopped shipments.

However, requests of this nature are so unusual, that yours has now been brought to my personal attention.

Here are illustrated two instances of double talk. Item A (top) is from a large retail paint ad. Read it. This makes about as much sense as jabberwocky. If people respond to it because they think the product is good—even though they think this offer is baloney—advertising is still to some extent discredited.

Item B is a portion of a letter, so obviously printed that not even a child would believe it to be anything less than an exhibit of one from a very large run. Yet—the second paragraph says cancelations of the monthly vitamin purchase plan "are *so unusual*" that this cancelation was brought to the attention of the writer, who, by the way, is the president of the company.

"Double talk," or "baloney," advertising—in every case—is juvenile or knavish or amateurish. It is difficult often to tell which. And in no case does it seem to me defensible.

Research in sales principles teaches sellers to make only claims they can support, and that they should be supported whenever they are made.

If the claims are true in any ad, they should be supported, and the ads will do better. #

Employe Communications . . .

Company Papers to Talk Legislation?

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

For the past several months, a special sub-committee of the Chamber of Commerce of the U. S. has been trying to figure out how articles on legislative issues can be brought to the attention of employe readers of company papers.

This is not as effortless an achievement as might first appear, for two reasons: The typical company management, in spite of certain political activity during the pre-November balloting among business men, seems unexcited about going further; the typical editor of a company paper, aware of his employer's stoicism, makes himself difficult to approach.

■ The sub-committee, headed by John A. Jones, chief of Weirton Steel's resultful communications activity, is moving with appropriate caution and good judgment. The group recognizes that management in general might be quick to sense partisanship in the copy, so it has recommended that whatever information is mailed to employe publications should be confined to legislative issues that involve business directly and therefore, the employes as a whole. The committee proposes to tackle issues as fully and fairly as possible. To the possible plaint that such material is bound to have the purely "capitalistic slant," anyone in his right mind can reply: "If it's loaded too much for either side, no company will print it."

The chamber sub-committee has enlisted in this growing campaign the cooperation of the two large editing bodies—International Council of Industrial Editors' and American Assn. of Industrial Editors. Both groups are planning to lend support to the campaign effort, and the chances are good that, within the next few months, discussions of legislative matters will begin appearing in company publications for employes. If they do appear, it will be the first time in the history of the company press that such material has ever been used in any quantity in this area of corporate expression. And it's all to the good.

■ The material originating from Washington, it has been suggested, should be produced on a national level; let the individual editors adapt, develop and amplify to suit their local needs. The plan may suggest a closer working relationship between company communications personnel and the local chambers and manufacturing groups. So long as the editors don't develop blind spots in talking the issues, the relationship should be a helpful one all around.

What physical form will these legislative features take in the company press? Naturally, the decision rests with the individual companies and communicators, but it seems likely that some papers will introduce legislative departments, created specifically for the purpose of talking these subjects.

■ The employe publications of the country now reach an estimated 50,000,000 employes of business, industry and government each month and this total includes members of families. If even a small percentage of these people could be encouraged to read unprejudiced reports of legislative trends in their own employe papers, then the activity may be able to generate a constructive surge of public opinion. #

On the Merchandising Front . . .

Reverse-English Window Displays

By E. B. Weiss

To satisfy my curiosity (another word, at times, for "ego") I checked to see when it was that I first predicted the waning of the window display as a sales-creating factor. My records indicate that it was at least 12 years ago that I began to point out that the public had less time, less inclination, and less reason to do window shopping. And I can *still* remember the storm that that bit of prophecy brought down on thinning locks that had already turned grey.

E. B. Weiss

I'd like to pause at this point to remark that apparently the most devastating comeback the die-hards can make, when faced with a prediction that disturbs their deeply-rooted traditional beliefs, is to remark: "There will *always* be ——————."

At various times in my highly checkered prophetic career I have been assured that there will always be window displays, will always be daylight shopping hours, will always be a downtown, will always be an independent retailer, etc. One publication which considers it to be its sacred duty to rise up in wrath whenever I point out that the era of personal selling is waning never fails to make the welkin ring with its insistence that "there will always be a salesman."

■ Of course there will always be daylight shopping hours; there will always be a downtown, there will always be an independent retailer, there will always be a salesman—and there will always be salespeople, too, I might add, although department stores in particular were so totally unwilling to believe even ten years ago that the era of personal selling on the retail floor was waning rapidly.

But there will be less and less reliance placed by the marketing world on these and other functions which have passed their zenith. And this has, of course, come about with respect to the window display. Not in all stores—not by any means. But in those very outlets in which most nationally-advertised brands enjoy their greatest volume, the window display is really little more than a vestigial remnant, like the human appendix. The food chain window, the drug chain window and the variety chain window today perform a miniscular sales-creating function.

■ This is especially true of the food super window. And, while most food supers still have windows, they seem to be there more for the enjoyment of the store cat than for traditional selling purposes.

As a matter of fact, many mass retailers have come so clearly to comprehend the decay of the traditional selling function of the store window that they are now aiming their window displays toward the customer *inside* the store, rather than to the traffic outside the store. *Chain Store Age*, commenting on this development, noted: "Window displays in western supermarkets are generally aimed inward, rather than outward, to attract customers already in the store. The primary reason for inward displays can be traced to the little walk-in traffic in the West."

When the open-front window began to assume popularity, the assumption was that it would make a window display of the entire store interior. But this concept still rested on the outmoded concept of *outside* traffic spending time *looking* in. Now it is being understood that the windows are really exposed to more traffic more of the time (and this is actual *buying* traffic) from the *interior*, rather than from the exterior.

■ So, in effect, the window may indeed be staging something of a comeback, but its new role is to make an additional sale to the traffic that is buying right there in the store. This is quite a turnabout and it suggests that many manufacturers, in their window display programs, might do well to begin thinking of their window display material from the standpoint of its appeal to *in-store* traffic, rather than for its appeal to outside traffic.

The grave, basic, fundamental problem of all giant retailers today is to increase their average ticket; to sell more to every customer in the store; to win more one-stop shoppers for one-stop store inventories. The window can contribute to this goal by turning it inside out, as it were. Certainly, in most great one-stop store units of the food outlet, the drug outlet and the variety chain outlet (and in the great discount chain outlets, too) the window can never hope to roll up a sales volume through appeal to outside traffic that it can by an appeal to *buying traffic inside the store*. So start thinking in terms of reverse-English window displays. They're the coming thing. #

MICHIGAN
MICHIGAN
MICHIGAN STATE
Detroit News
Season
se of Que

in Detroit... THE SPORTS FAN CHEERS THE NEWS

Detroit is known as one of the sports-craziest cities in the nation. That's why The Detroit News gives its readers more football news, more hockey news, more news of basketball and bowling and all other sports than any other Detroit newspaper. Because good sports are good spenders, The News carries more man-aimed advertising than any other Detroit newspaper. Check into it and you'll see why advertisers in the know use The News!

The Detroit News

640,079 Sundays — 480,673 Weekdays ABC 3/31/60

New York Office: Suite 1237, 60 E. 42nd St. • **Chicago Office:** 435 N. Michigan Ave., Tribune Tower • **Pacific Office:** 785 Market St., San Francisco • **Miami Beach:** The Leonard Co., 311 Lincoln Road

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

Time's awastin' if you haven't yet ordered your copy of Burgoyne's new 1960 Survey of Super Market Shoppers.

EXTRA! EXTRA!
GET YOUR SUPERMARKET SURVEY!

Only a few weeks off the press, the Survey has already received high praise from super market executives as well as top men in the advertiser and agency fields, for its rare insight into shoppers' buying habits and attitudes.

* * *

Prepared by Ben L. Schapker, a man with 30 years experience in both the super market and market research fields, this Survey is based on 2,695 interviews made in seven metropolitan markets. Questions answered, cover a range of topics including attitudes toward food store advertising, special store departments, Sunday opening, trading stamps—just to mention a few.

* * *

This Super Market Survey, of course, is made primarily as a special service to top management among chain and independent super market operators. On the other hand, it has obvious usefulness to manufacturers and their agencies, or the requests wouldn't keep pouring in year after year from advertiser and agency people.

* * *

To get your copy of Burgoyne's new Survey of Super Market Shoppers—clip a crisp dollar bill onto your letterhead and send it to: Merchandising Director, Burgoyne Index, Inc., First National Bank Bldg., Cincinnati 2, Ohio. We'll ship your Survey post-paid.

Burgoyne Index, Inc.
marketing and sales research
FIRST NATIONAL BANK BLDG. CINCINNATI 2 OHIO
CHICAGO OFFICE [illegible] PHILADELPHIA OFFICE [illegible]

Adwomen Get Advice from Men: 'Be Bold'; 'Don't Depend on S-E-X'; 'Don't Cry'

NEW YORK, Oct. 25—What's the "naked truth about women in business?" The Advertising Women of New York last week invited five advertising men to reveal it—and the naked truth was just about what they got.

Despite an audience bobbing with furry hats and bouffant hairdos, the admen proved to be intrepid as they expounded the male view of what's wrong and what's right with their feminine coworkers. The consensus seemed to boil down to the observation by Gordon Webber, vp of tv production at Benton & Bowles, that "the trouble with women in business, is just that—they're women."

Mr. Webber went on to explain that women have always been the traditionalists, the arch conservatives of the race. "They haven't made innovation and revolt a way of life like men have. Creativity has been left to the men," he said, while women have tried to preserve the old.

His recommendations: "To dare every day to be irreverent and bold. To dare to preserve the randomness of mind which in children produces strange and wonderful new thoughts and forms. To continually scramble the familiar and bring the old into new juxtaposition."

■ The most fearless speaker—although he said he had "never been so scared"—was Guild Copeland, creative director at Lennen & Newell. Mr. Copeland presented a candid list of his "prejudices" about women in business—"and they're nothing more than prejudices; I can't explain or defend them."

- Women take less interest in the over-all business of advertising. "Each one knows only her own particular notch." As an example, he cited asking several women copywriters how much a half-hour of top tv time would cost—and "not one knew the answer" although they had sat through many media meetings.
- Women keep poorer office hours.
- Women don't live their jobs around the clock.
- Women watch less tv at home, and they're proud of it. "You can't even get an opinion on a show from them."
- Women have no idea of agency structure and agency profit setup.
- Women are less thoughtful of persons working with them.
- Women are too quick to say, "That's not the way a woman thinks." A good copywriter "can write on anything," he said, regardless of product or sex.

He ended by requesting that in their conduct women should always "please remember there are gentlemen present."

On the credit side, he acknowledged:

- Women will do a job quicker and more thoroughly. "A man will give you six reasons why it can't be done."
- Women engage in less gossip and office politics than men. "Among women, rarely do you hear the poisonous planning that men do."
- Women are less afraid of the client. "They don't have the deep-seated gutless fear that a man has."
- Women worry less about titles and offices.
- Women don't get quite as drunk at lunch quite as often—and they don't chisel as much on expense accounts.

Another brave speaker was Sam Dalsimer, vp and account supervisor at Grey Advertising, who made a plea that "women should be women, and men should be men." Don't become female copies of males in business, he urged, pointing out that "the women who have made the most contribution to advertising are those who happily accept the fact that they are women and are not trying to wash out their feminine characteristics."

One type of womanly conduct he can do without, however: Crying. "If you do cry, please do most of it in the ladies room. Business just doesn't have room for crying women."

Mr. Dalsimer also requested women to stop saying: "Jack, you have to be a woman to understand this point of view." Such traits as intuition, sensitivity, subtlety are not restricted to women, he maintained, and "you simply must accept that fact."

Mr. Dalsimer had four rules for women: "Work hard. Be smart. Realize the first responsibility of every corporation is to make a profit. Don't cry."

■ Harold Fair, vp of Bozell & Jacobs, told the group that most men can still remember when it was a man's world—and women had better think it still is. "And they'd better start thinking like the men they're dealing with." He also advised that "any of you who think s-e-x will get you anywhere is leaning on a broken reed."

■ David Ketner, ad director of International Latex, announced that "women are the best salesmen that ever lived, and should have the top jobs in advertising—creative, ad manager and account exec—since these are selling jobs."

Women don't have these jobs today, he said, because (1) this is still the first generation of women in advertising, (2) women don't care enough, and (3) they spend too much time hiding behind their own skirts.

In explaining the latter remark, he said that "too many women think that just being a woman entitles them to certain top spots, and it's not so. You can get there only because you know more about a job than some man who would push you out of it." #

SIRPI, Studio Sigla Win Golden Palm Leaf Awards

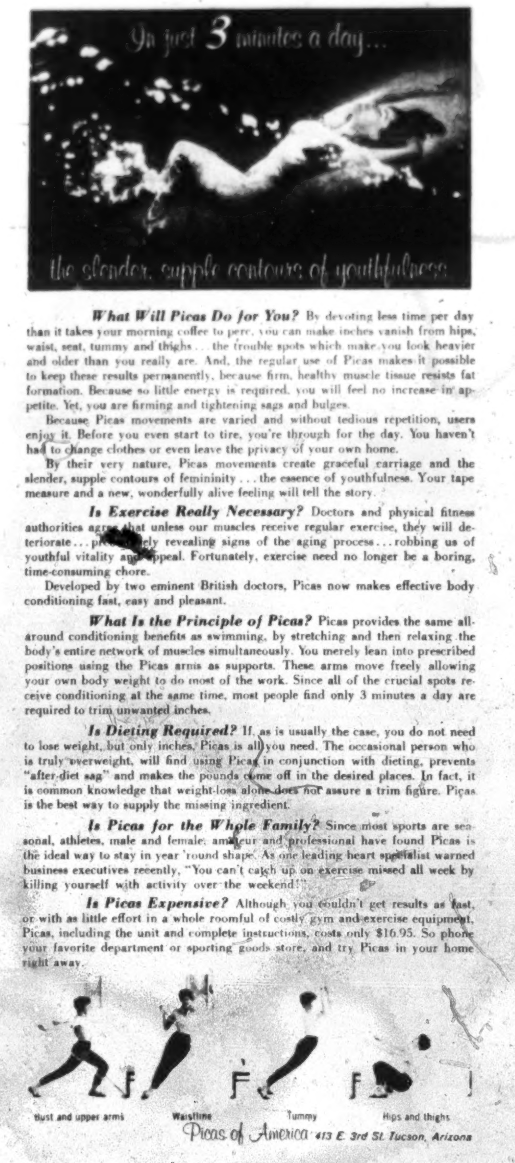
Federazione Italiana Pubblicita has presented "Golden Palm Leaf" awards to SIRPI, Milan, and Studio Sigla, Milan, for its campaign to increase beer consumption in Italy. The campaign was sponsored by Unione Italiana Fabbricanti Birra e Malto, consisting of 30 Italian breweries. The award is presented each year to the agency responsible for the campaign that has topped all others in the planning and handling fields.

Hong Kong Trade Directory Set for Publication

A directory listing all Hong Kong exporters and manufacturers will be published in January by Kurt Barnard Associates, 507 Fifth Ave., New York, and distributed free to about 9,000 importers. The directory, first of its kind published in the U. S., carries advertising of American steamship, insurance and trucking companies and banks as well as ads of Hong Kong manufacturers.

Jones Joins Cooper, Tinsley

Thomas H. Jones Jr., formerly with O.E. McIntyre Inc., a direct mail house, has been appointed director of marketing of Cooper, Tinsley Laboratories, Harrison, N. J., pharmaceutical company.


In just 3 minutes a day...
the slender, supple contours of youthfulness

What Will Picas Do for You? By devoting less time per day than it takes your morning coffee to perc, you can make inches vanish from hips, waist, seat, tummy and thighs . . . the trouble spots which make you look heavier and older than you really are. And, the regular use of Picas makes it possible to keep these results permanently, because firm, healthy muscle tissue resists fat formation. Because so little energy is required, you will feel no increase in appetite. Yet, you are firming and tightening sags and bulges.

Because Picas movements are varied and without tedious repetition, users enjoy it. Before you even start to tire, you're through for the day. You haven't had to change clothes or even leave the privacy of your own home.

By their very nature, Picas movements create graceful carriage and the slender, supple contours of femininity . . . the essence of youthfulness. Your tape measure and a new, wonderfully alive feeling will tell the story.

Is Exercise Really Necessary? Doctors and physical fitness authorities agree that unless our muscles receive regular exercise, they will deteriorate . . . prematurely revealing signs of the aging process . . . robbing us of youthful vitality and appeal. Fortunately, exercise need no longer be a boring, time-consuming chore.

Developed by two eminent British doctors, Picas now makes effective body conditioning fast, easy and pleasant.

What Is the Principle of Picas? Picas provides the same all-around conditioning benefits as swimming, by stretching and then relaxing the body's entire network of muscles simultaneously. You merely lean into prescribed positions using the Picas arms as supports. These arms move freely allowing your own body weight to do most of the work. Since all of the crucial spots receive conditioning at the same time, most people find only 3 minutes a day are required to trim unwanted inches.

Is Dieting Required? If, as is usually the case, you do not need to lose weight, but only inches, Picas is all you need. The occasional person who is truly overweight, will find using Picas in conjunction with dieting, prevents "after-diet sag" and makes the pounds come off in the desired places. In fact, it is common knowledge that weight-loss alone does not assure a trim figure. Picas is the best way to supply the missing ingredient.

Is Picas for the Whole Family? Since most sports are seasonal, athletes, male and female, amateur and professional have found Picas is the ideal way to stay in year 'round shape. As one leading heart specialist warned business executives recently, "You can't catch up on exercise missed all week by killing yourself with activity over the weekend!"

Is Picas Expensive? Although you couldn't get results as fast, or with as little effort in a whole roomful of costly gym and exercise equipment, Picas, including the unit and complete instructions, costs only $16.95. So phone your favorite department or sporting goods store, and try Picas in your home right away.

Picas of America 413 E. 3rd St. Tucson, Arizona

THINNING — *Picas of America will use this ad in an introductory magazine campaign for Picas, a pole device for slenderizing. Holiday, Harper's Bazaar, Vogue and Sports Illustrated will be used. Ray-Pacific Co., Los Angeles, is the agency.*

Katz, Rosenthal Form Arnold/Baird Inc.

Joel Baird Katz and Arnold H. Rosenthal have formed Arnold/Baird Inc., a company that will offer complete design facilities as well as full agency service, under the slogan, "Total concepts for advertising." Offices are at 612 N. Michigan Ave., Chicago.

Mr. Katz formerly operated his own agency at 155 E. Ohio St. Mr. Rosenthal was formerly art director of Edward H. Weiss & Co.

McFadden Joins General

Leon L. McFadden, formerly a principal of McFadden-Kramer Advertising, has joined General Advertising Agency, Hollywood, "to provide increased service facilities for his clients."

"America looks to the South for economic growth, and the Jackson TV market area leads that growth."

Past President, U.S. Chamber of Commerce
BOYD CAMPBELL
Pres., Mississippi School Supply

WJTV Katz 12 WLBT Hollingbery 3
Serving the Jackson, Miss., Television Market

Sales Promotion Is Vital Agency Service: Dietz

CHICAGO, Oct. 28—Sales promotion activities for the client are an important part of an agency's service, according to Stephens Dietz, vp of Kenyon & Eckhardt, New York.

Speaking at the midwest seminar of the Sales Promotion Executives Assn. today, Mr. Dietz noted that the scope of sales promotion and the sales promotion executive were hard to define, but that "advertising agencies must define their role in sales promotion, just as the sales promotion man must define his own role."

■ He listed four reasons why it is important that agencies function in the sales promotion area:

1. "This decade is going to be the most fiercely competitive decade of the century . . . No longer will sales dollars go up automatically because of inflation.

2. "In this three-part budget that the marketing manager has—selling, advertising and sales promotion—there are many clients today who are spending more money for sales promotion than they are for advertising.

3. "Just as there is a demand for creativeness on the part of advertising, there is an equal, and perhaps even greater, demand for creativeness in sales promotion.

4. "Sales promotion acts as a catalyst to advertising in determining its effectiveness." #

Conoco, Carbide Buy Part of ABC-TV Vote Night Coverage

NEW YORK, Oct. 27—In the last two weeks before the election, ABC-TV has rounded up two sponsors to help pay the bill for its election night coverage.

Continental Oil Co. will back ABC's telecast in its marketing area, which includes the mountain time zone and much of the central time zone. Union Carbide Consumer Products Co. has bought one-sixth of the coverage in the remainder of the country not covered by Continental. The rest of ABC-TV's coverage is still unsold. Continental's order was placed through Benton & Bowles, while Union Carbide's was handled by William Esty Co.

■ Latest sponsor added to NBC-TV's election lineup is *Look* (McCann-Erickson) for one-sixth. Sponsors previously announced by that network include Sandura Co. (Hicks & Greist), Thomas J. Lipton Co. (Sullivan, Stauffer, Colwell & Bayles), Brown & Williamson Tobacco Co. (Ted Bates & Co.), B. F. Goodrich Co. (Batten, Barton, Durstine & Osborn), each buying one-sixth, and Field Enterprises (Keyes, Madden & Jones), buying one-twelfth. This leaves one-twelfth still open at NBC.

■ NBC Radio sold one-half to national advertisers, and the other half was turned over to stations for sale. National advertisers are Mennen Co. (Warwick & Legler) and S. C. Johnson & Son (Foote, Cone & Belding), with one-quarter each. Mennen also bought half on ABC Radio, along with Philco Corp. (Maxwell Associates). Liggett & Myers Tobacco Co. (McCann-Erickson), which bought half of the conventions on Mutual Broadcasting System, is carrying half of the election coverage for its Oasis cigarets. The other half turned over to the stations for sale. #

Last Minute News Flashes

BPA to Require Single Audit Form for Paid, Unpaid

NEW YORK, Oct. 28—The Business Publications Audit of Circulation board has voted to make it mandatory for publishers to report paid and non-paid circulation on a new single audit form. At present, publishers have a choice of two forms. The new single audit form will be used by all BPA members for their June, 1961, statements. However, the mandatory rulings on reporting paid circulation will not go into effect until the June, 1963, publisher's statements.

JWT Shifts Key Personnel on Ford Dealer Account

DETROIT, Oct. 28—E. J. Reeser, J. Walter Thompson Co. vp and field supervisor on the Ford dealer operation, has been switched to another assignment and has been replaced by Joseph Swoyer, account representative on Falcon, and Burton Durkee, vp and executive assistant on account operations. Mr. Reeser had been on the account for 16 years.

Phenyl-Drane, Theracin Bow in Cold Remedy Field

NEW YORK, Oct. 28—The cold products war is about to intensify. A new major entry is Phenyl-Drane, an antibiotic, decongestant nasal spray in a suction container, now testing in Dayton and Syracuse with spot tv and newspapers. Thomas J. Mahon Inc., Englewood, N. J., is the maker. Mr. Mahon (the originator of Diaparene) says he expects to go national by January with a budget well over $5,000,000. Kenyon & Eckhardt is the agency. Current advertising is headlined, "New nasal spray with suction vacuum cleans your sinuses." Another product is Theracin anti-congestant tablets, a Vick product now testing in Peoria and elsewhere. Headline here is, "New virus cold relief does in 15 minutes what nature takes seven days to do!" Sullivan, Stauffer, Colwell & Bayles is the agency.

N. Y. Dailies Near Guild's Strike Deadline

NEW YORK, Oct. 28—New York's seven major dailies continued their efforts to avert a strike by members of the American Newspaper Guild here as ADVERTISING AGE went to press. Guild members have voted to strike if no contract agreement is reached by the time current two-year contracts expire, at midnight, Oct. 31. Federal mediators are trying to iron out difficulties, which stem from Guild demands for wage boosts and other benefits.

MCA Hits FCC Probe; Other Late News

• **Music Corp. of America** today protested efforts of the Federal Communications Commission's network investigation to probe its relations with tv talent. It asked FCC to instruct Hearing Examiner James D. Cunningham that (1) questioning should be confined to relations with companies under FCC jurisdiction; (2) if questioning on relations with others is pressed, answers should be treated confidentially; and (3) witnesses should have full right of counsel. In Los Angeles last week Taft Schreiber, MCA vp, walked out when Mr. Cunningham refused to let him testify in confidence on ownership arrangements of MCA programs *(see story on Page 12)*.

• **As the week-long pay tv hearings** drew to a close today (Oct. 28), the FCC's broadcast bureau announced that it has arranged for an independent survey organization to study the impact of pay tv on free tv in Toronto. The hearing record will be kept open until Nov. 15, so that results of the survey can be included.

• **Louis A. DeCesare,** formerly general sales manager of Jacob Ruppert's New England territory, has been named vp and director of marketing of the brewer. He succeeds Walter Driskill, who has resigned.

• **This Week Magazine,** effective Feb. 4, will add the *Hartford Times*, making 43 newspapers, with a total circulation of 13,483,949, carrying the supplement.

• **Mrs. Frederick A. Kugel,** who took over as head of her husband's publishing company following his death last month, has sold *Television Magazine* to Broadcasting Publications and will retire from the publishing field. Sol Taishoff, publisher of *Broadcasting*, who with Mrs. Kugel announced the acquisition, said *Television*, a monthly, will continue to be published from its present headquarters in New York with no immediate change in personnel, format, editorial or operational policy. He said *Television* will function as a separate corporate entity.

• **S. Alberta Stutsman,** assistant ad manager of Massachusetts Mutual Life Insurance Co. since 1957, has been named ad manager, succeeding Seneca M. Gamble, who retires Nov. 1.

• **Carnation Co.,** Los Angeles, will introduce Friskies dog food in New York City Nov. 1, completing national distribution for the product. An introductory offer will consist of a twin-tray pack containing two 16 oz. cans, with the consumer buying one at the regular price and getting the "twin" can for an additional 5¢. The introduction will be supported by 100 tv spots weekly for three months and an intensive newspaper schedule in 20 metropolitan and contiguous area newspapers. Other advertising includes ads in *Life* and in dog specialty magazines. Erwin Wasey, Ruthrauff & Ryan is the agency.

• **In the Presidential campaign,** starting its last lap, the Republican National Committee (Campaign Associates) opened up its spot tv drive. On Oct. 27 the GOP started using minutes and 20-second spots, mainly in prime time, on 453 stations. With a head start, the Democratic National Committee (Guild, Bascom & Bonfigli) on Oct. 24 began running 20-second, minute and five-minute spots in about 200 markets. The Democrats' more flexible schedule calls for both daytime and prime periods. New York state Republicans will break minutes in spot tv and radio Nov. 2, using a minimum of 15 spots a week in all tv markets and at least 20 a week in almost 30 radio markets.

• **Kingsbury Breweries,** Manitowoc, Wis., a subsidiary of G. Heileman Brewing Co., La Crosse, Wis., will move its $200,000 account from Barnes Advertising Agency, Milwaukee, to McCann-Erickson, Chicago, effective Jan. 1. McCann also handles the Heileman account.

• **Life** reportedly will announce next week a considerable expansion in the number of its regional editions.

• **Don McKenzie,** vp of Fuller & Smith & Ross, Los Angeles, has resigned, effective Nov. 30, to form his own management consultants in advertising, marketing and pr. He was one of the founders in 1953 of Stromberger, LaVene, McKenzie, which merged with F&S&R earlier this year.

Seattle Dailies Give Local Rate to Auto Dealers

(Continued from Page 2)

On the other hand, Monty Solkover, account executive at Pacific National Advertising Agency on the Smith-Gandy Ford account, said: "This will remove, at least in Seattle, an history antipathy that dealers have had toward newspapers. Automobile dealers have always felt that they were local business men, doing business locally and entitled to the lower local rate."

■ Another agency man, who wanted more time to look at the changes, said that this "might lead to more schlock advertising controlled by the dealer. One of the troubles of the automobile industry now is that there are not enough strong dealers."

In a flyer to automobile dealers, Russell W. Young, advertising manager of the *Seattle Times*, said:

"By now you should have received our telegram advising that any single signature locally-prepared automobile dealer new and used car advertising will be charged at retail rates.

■ "Recognizing the change in distribution methods and selling of automobiles, the *Seattle Times* is making advertising available to you at the retail rate instead of the national or general rate. All retail advertising is non-commissionable.

"For a long period of years automobile dealers were distributors of a single car, or a car and parts; some were granted distribution rights for one or two counties; and in a few instances some for several states.

"Formerly a dealer sold only one car. Today, most dealers not only sell more than one car, but also in some cases cars made by two or more different factories, also boats, outboard motors, appliances, etc.

"In the opinion of the *Seattle Times* this places most automobile dealers in a category of retailers, and all locally-prepared automobile display advertising, containing one single signature, will be accepted at retail rates . . ."

■ In a similar message, sent the following day, the *Seattle Post-Intelligencer*, through A. L. Brock, advertising manager, announced:

". . . Effective immediately automobile dealers selling new or used cars to the public will be accorded the local retail display rate. We feel that the automobile is sold by the automobile dealers today just as is any other commodity sold by other retail stores. This local automobile rate will apply to one-signature advertisements locally prepared and is not commissionable to advertising agencies, just as is the case in other retail advertising categories . . ."

The new rates will come fairly close to cutting the cost for advertising space in half for automobile dealers. On the *Post-Intelligencer* the open national rate is $8.96 an inch; the local rate for an advertiser contracting to take 1,000" a year is $4.80 a column inch, daily or Sunday.

■ On the *Times*, Mr. Young's announcement noted that his paper's national rate is $9.24 an inch daily, $9.52 on Sunday. The local rate for an auto dealer using 1,000" a year is $5.30 daily or Sunday.

While some dailies in secondary cities of the Pacific Northwest have made the local rate available to auto dealers, as far as known the Seattle newspapers are the first to take this action in any major city of the Pacific Northwest. The *Post-Intelligencer* is a Hearst newspaper, but the action was described as purely local.

■ In numerous cases agencies now will be compensated on a fee basis instead of commission; in others, dealers will pay on a markup to correspond to former commissions.

Pacific National Advertising, on the Smith-Gandy account, shifts from the former 15% commission to a 17.65% markup. Thomas Hart Advertising, handling Hawkins Buick, is doing the same.

The city's biggest Dodge-Plymouth dealer, S. L. Savidge Co., will pay its agency, Wenzler Advertising, a fee based on the average of commissions in recent months, with the amount to be adjusted as they go along. Savidge and Wenzler say they have been getting around to a fee basis in recent months, and the change in the newspaper rate simply speeded the transition.

■ How. J. Ryan & Son, handling Fleet Chevrolet, Bothell, also will go on a fee basis. Floyd Flint, an account executive at Ryan, says the newspaper change to a local rate was "long overdue for automobiles because this is a retail item and specifically mentions a product for sale at a local address."

Auto dealers, of course, are pleased, and there are signs of increased newspaper advertising. Sam Savidge Jr., at S. L. Savidge Co., says the change is "a pleasant surprise" and the old rate "has been discriminatory on the automobile business and was pretty hard for the newspapers to defend." Hawkins Buick says, "We have already run display advertising this week that we would not have run under the old rate."

L. M. Norton Jr., who handles advertising at Westlake Chevrolet, says the new rate should bring newspapers additional advertising: "We have been harping on this for years, so now we have to produce."

Three Admen Killed in Auto Accident

CHICAGO, Oct. 28—Three advertising men were among five people killed in a rush hour auto accident in Chicago's Loop last night.

They were Harold Murphy, 40, market research analyst of Needham, Louis & Brorby; Leslie M. Miles, 63, an artist with Waldie & Briggs; and Carl Berggren, 38, owner of an advertising art studio in Chicago.

The accident resulted when an auto went out of control and plowed into a crowd of homeward-bound Loop workers at the height of the rush hour, killing five and injuring three. #

'McCall's' Names Youry

McCall's has appointed William H. Youry as director of its Use-Tested program. Mr. Youry, formerly manager of retail relations, succeeds Norbert Hofman, who recently moved to *Newsweek*. Robert Farley, formerly associate merchandising manager of *Newsweek*, succeeds Mr. Youry. At the same time, McCall Corp. announced the appointment of Frank E. Beane as financial vp and director. Mr. Beane was president and chairman of Underwood Corp. before its acquisition by Olivetti Corp.

Rabin Adds Lahm, McGowan

Jules Rabin Associates, Valley Stream, N. Y., has added William F. Lahm, account executive, and Tom McGowan, assistant art director, to its staff. Mr. Lahm was at Firestone Tire & Rubber Co., and Mr. McGowan was with Weiss & Geller.

We Won't Grab Hits for Pay TV, O'Neil Tells FCC

(Continued from Page 1)

were on hand to protest the trial.

After noting the pledge by the advocates of pay tv, the commissioners next thumbed through a statement by the National Assn. of Broadcasters, ruled it was "completely argumentative" and threw it out.

The commission made it clear when it announced the hearings that it had already agreed to a pay tv test. The only issue involved, FCC said, was whether the proposed trial in Hartford met the conditions of such a test (AA, Oct. 10). The commissioners indicated that NAB was directing its testimony to the pros and cons of pay tv, which are to be decided after the test.

■ In earlier sessions of the hearings, theater owners pulled out a page ad from the *Hartford Times* to back up their claim that Phonevision was telling the people of Hartford one thing and the commission another.

Marcus Cohn, counsel for the theater group, said the ad claimed that installation of a picture decoder would cost only "a few dollars." In their application to FCC, Mr. Cohn said, backers of the project stated that the actual cost of installation would be between $7.50 and $10. "Do you call $10 a 'few dollars'?" he asked.

■ Spokesman for the pay tv forces, Thomas S. O'Neil, chairman of the board of RKO General Inc. and president of its subsidiary, Hartford Phonevision Co., told the commissioners that WHCT is not in contention with commercial television, although he admitted it probably would be in competition with theater owners.

Mr. O'Neil, under questioning by Mr. Cohn, specified that WHCT would carry only those programs that couldn't get to Hartford any other way. In addition, he said RKO and Phonevision are willing to commit themselves to a "bona fide exploration" before dealing with program packagers who bypass Hartford in a network hookup, while including other big cities.

Mr. O'Neil stressed that if a packager was holding out for bigger money from pay tv than he could get from advertisers, RKO would refuse to bid for the show. If, on the other hand, the sponsor couldn't afford the extra market, RKO would discuss bringing the program to Hartford via pay tv.

■ He said the reason for RKO's caution was selfish: "We're not interested in alienating the people of Hartford" by charging for a program when they could have gotten it free, he said.

In explaining the pay tv setup to the commissioners, Mr. O'Neil said that WHCT would carry about 40 hours of subscription tv a week, 17 hours of which would be "unduplicated" or unrepeated fare. He said the station would carry three different movies a week, plus sports events, children's shows, educational programs, and occasional opera, ballet, and legitimate theater presentations. The tentative schedule earmarks the evening hours from 7 to 11 and Saturday and Sunday afternoons from 2 to 5 for pay tv.

■ Hartford Phonevision could lose over $1,000,000 during the three-year test period, exhibits for RKO General revealed. Even without pay tv, WHCT will probably lose close to $280,000 in the coming year, Mr. O'Neil said. He told the commissioners that RKO would be prepared to absorb the big station losses only if the company was given approval for the test.

Mr. O'Neil said WHCT needed to pull in about 25% to 30% of the Hartford audience to break even. He explained that Phonevision has set a "leveling-off period," at which the company would stabilize operations, at 50,000 homes. He indicated a minimum of 2,000 homes are needed before pay tv can get under way, which will be about a year after FCC gives its approval.

Mr. O'Neil agreed to give the commission any information it wanted during the tests. "What we're concerned about is public disclosure that might put us at a competitive disadvantage," he said. He indicated that the terms between RKO and its suppliers might be held in confidence even after the three-year test. He added that no firm commitments with suppliers have been made, "because we can't give firm commitments in exchange."

■ Although NAB's prepared statement was dismissed as "argumentative," Charles H. Tower, vp of tv for NAB, was allowed to testify after a lengthy debate over his qualifications.

Theodore Piersons, counsel for RKO, charged that Mr. Tower was not qualified as a witness because he wasn't an expert on pay tv, but FCC Chairman Frederick Ford ruled he is "as much of an expert as anybody in a field where there are no experts."

Mr. Tower testified that pay tv would reduce the audience and production supply of commercial tv, which would result in a reduction in revenue and an eventual reduction in program quality.

■ Mr. Cohn cross-questioned Mr. O'Neil extensively during the four days the RKO General chairman was on the stand. He asked him if WHCT would interrupt a Phonevision broadcast to bring a big news story to the subscriber; how color and Cinemascope movies would come out over the tv screen; whether there would be a distraction if the phone or doorbell rang right in the middle of a feature film; and what he would do if there were any "dirty, four-letter words" in a play or movie the station wanted to air.

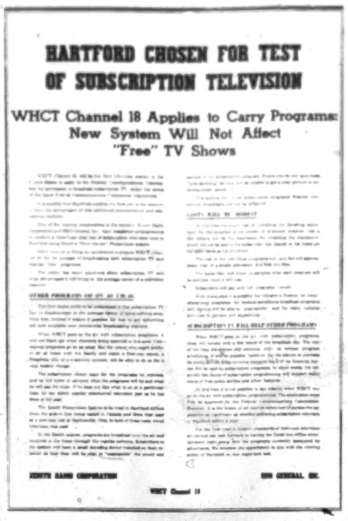
Concentrating on the latter point, Mr. Cohn asked Mr. O'Neil if he were aware of a correlation between box office attractions and the subject of sex. "I'm not an expert in this department," Mr. O'Neil replied.

At this point he reiterated his earlier statement that WHCT would refine any story to meet its obligations as a station licensee. #

Ad Council Honors P&G's McElroy for Public Service

The Advertising Council has chosen Neil McElroy, board chairman of Procter & Gamble, Cincinnati, to receive its award for public service this year. Mr. McElroy, who came up the P&G executive ladder via the advertising department, was Secretary of Defense from August, 1957, to December, 1959, the first top-ranking advertising executive to serve in the Cabinet. At the time he was chosen for the post, he had been president of P&G. He was elected board chairman after leaving the defense post.

Mr. McElroy has worked for only one company all his life, joining P&G's advertising department after graduating from Harvard in 1925. In 1940 he became advertising and promotion manager and in 1948 was named president. The award will be made Nov. 22 at a dinner in New York.



HARTFORD CHOSEN FOR TEST OF SUBSCRIPTION TELEVISION

WHCT Channel 18 Applies to Carry Programs: New System Will Not Affect "Free" TV Shows

HOW MANY IS 'A FEW'?—*Pay tv foes quoted this ad from the Hartford Times in an effort to prove WHCT tells one story in Hartford, another to FCC. The ad copy says that "a few dollars will be the maximum for installing decoding equipment" and that the cost of shows "will approximate that of a single admission to a first-run film."*

Split Runs May Cut Magazine's Prestige: Jones

(Continued from Page 1)

will continue to grow but where are they going to end? At what point does the reader give up in frustration or actual danger—such as a careless *Gourmet* reader getting an inserted hot cup of coffee in his lap?"

He said his agency is studying "irritation quotient of the magazine insert and trying to determine if there is an uprising brewing among readers. We already know that nine of ten adults cannot correctly refold a road map."

Pointing out that 285,900,000 paperback books were sold last year—a 550% increase over the 50,000,000 paperbacks sold in 1950—Mr. Jones asked the magazine men "how much longer advertisers can continue to ignore this tremendous, non-subscription readership.

"Experience has shown that an emergent advertising medium, while creating a limited amount of new advertising dollars, is essentially cannibalistic, feeding off the older media," he said.

"Magazine publishers, for the most part, refused to see movies, radio and then television as intruders in their total market, and permitted others to take over these fields by default," Mr. Jones said.

■ "Magazines had the wealth and the opportunity—everything but the foresight—to control movies, radio, television, book publishing, all forms of mass communication. I hope that the paperback revolution will not be another example."

Mr. Jones urged magazines to lead the way to programmed research in the measurement of emotional environment of various media, which he described as a "major variable between successful advertising and failure." #

K&E Appoints Three

Edward P. Gallagher, formerly with Norman, Craig & Kummel, has joined Kenyon & Eckhardt, New York, as an account executive on Beecham's Macleans toothpaste. K&E also has named Peter Johnson, formerly with McCann-Erickson, a tv commercial writer and Dirk Content, previously with Young & Rubicam, a tv producer.

Ver Standig Resigns Dart Drug Despite Franchise Relations

(Continued from Page 1)

Franchise Management Corp., which he owns, Mr. Ver Standig has actively lined up franchisees, and his agency has provided them with merchandising and advertising support.

Ironically, in an interview with ADVERTISING AGE in September, Mr. Ver Standig had hailed franchising as "the great frontier" on today's distribution scene (AA, Sept. 5).

At that time he revealed that his long-term contract as consultant for the Dart franchise operation provides that he receive 1% of the gross earnings of Dart franchise stores. In addition, his agency was to receive the customary fees as agency for Dart and the franchise stores.

At the time, he said agencies which want real earning opportunities and security must go beyond the creation of advertising. Under a franchising agreement, he explained, franchisees are tied up for 30 years. "No one can call us up at the first of the year and tell us, 'We've decided to switch to McCann-Erickson on the first of the year. You're fired'," he said.

■ The Dart-Ver Standig relationship has been closer than agency and client. When the franchising project developed earlier this year, Mr. Ver Standig made available $300,000 from his own funds and other sources to help get the expansion started. A stock registration filed with the Securities & Exchange Commission last spring showed that Mr. Ver Standig held options on large blocks of Dart Drug stock.

Mr. Ver Standig said today his faith in franchising has not been shaken in the least. While he said he is unable to discuss the Dart Drug situation at this time, he said he had resigned the local Dart Drug account in a letter dated Oct. 20. He said his contract obliges him to continue serving franchise stores, and that he is complying with that obligation.

Lawrence Dobrown, partner in Larrabee Associates, said the agency was invited by Dart last week to come in to talk about the account. Bert Silverman, a partner in the agency, met with Dart officials late in the week.

Dr. Haft said the move was "a business decision" based on Dart's judgment that the Larrabee agency fits into the chain's expansion plans.

He said he has "a lot of respect" for Mr. Ver Standig and "his ability," and that Dart "will honor its contractual arrangements." He said a more detailed statement will be issued later, which will clarify the status of Mr. Ver Standig's relations with the Dart franchise stores.

■ Dr. Haft said Larrabee is suited to Dart's needs because it has experience in direct mail and "creative type advertising" which Dart needs.

"At the present time," he said, "we are doing a $1,500,000 drug business by mail. Larrabee's experience in the direct mail field will fit nicely into this."

He also revealed that Dart is planning to expand into large, multi-purpose stores of 100,000 sq. ft. capacity in the Washington area. At that time, he said, Dart will want to supplement its current newspaper ads, which are almost entirely product-price ads, with an institutional campaign. "The successful institutional ads which Larrabee has developed for other clients—particularly the Dalmo stores, and Pearson's (a liquor store)—are the kind of creative advertising we will want to have," he said. #

Bulova to Use Print Alone in Accutron Push

NEW YORK, Oct. 26—Things are going to hum in the wrist watch world in the five weeks before Christmas.

Staking $1,000,000 in a comprehensive ad, sales promotion and packaging program, Bulova Watch Co. will introduce its Accutron to the American public. Accutron, in the company's language, is a microsonic timepiece, not a wrist watch at all, but "the world's first electronic wrist timepiece."

Bulova has taken the "tick-tick" and the balance-wheel out of the watch (a feat already accomplished by other companies in electrically-powered models) and substituted something novel—a tuning fork. Heart of the Accutron is a miniature tuning fork powered and controlled by a transistorized electronic circuit. The fork brings "a new sound to time—the hum of Accutron."

Accutron, says Bulova, is the first timepiece to guarantee a specific accuracy. It is guaranteed, in use, not to gain nor lose more than a minute a month. The lowest price is $175.

■ Eight years in the making, Accutron will hit the market with more than a hum. It has been given a blaze of advertising never accorded a wrist watch. Bulova, which spent more than $7,000,000 through McCann-Erickson last year, claims that more money is being invested in this pre-Christmas kick-off "than all of our competitors combined will spend on their established products."

Life, Look, Newsweek, New York Times Magazine, Scientific American, The New Yorker and *The Saturday Evening Post* will feature the new watch in full-page, four-color ads. The schedule calls for spreads in *Life, Look, The New Yorker* and *The Saturday Evening Post. The Wall Street Journal* will carry full-page Accutron ads.

These ads will mark a departure from the 85-year tradition of the company by emphasizing the name Accutron over the corporate name. This is the first time that the Bulova name is not on the dial of one of the company's better timepieces. The name is coined from "accuracy" and "electronics" and is symbolized through a stylized tuning fork.

■ In addition to the magazine send-off, 1,750-line b&w ads are scheduled in 50 leading daily newspapers in 38 cities in 24 states. Other ads will appear in nine jewelry business publications. Print is the only medium—there will be no radio or tv.

Despite the nationwide promotion, Accutron will not be in general distribution, but will go only to selected dealers in the 38 cities.

The company aims to corner a share of the upper-crust section of the wrist watch market, currently rated at $90,000,000 yearly. The figure is based on sales of 600,000 watches at an average price of $150 each.

In preparation for marketing Accutron, President Harry Henshel told ADVERTISING AGE, the company cut production of its other watches by 25%. He said there was no question of abandoning the conventional lines, which are its "bread-and-butter" products.

Accutron will range in price from $175 to $395 and is being presented in 12 models. But one model in platinum will retail for $2,500. Bulova guarantees the watch to run for at least a year on a $1.50 power cell, which can be taken out and replaced. #

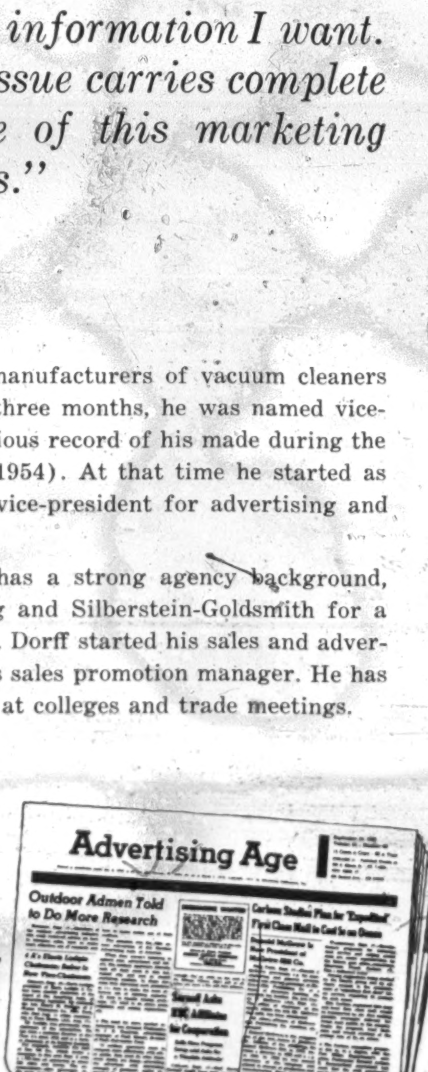
says **HENRY DORFF**
Vice-President/Sales and Marketing
Lewyt Corporation

"Ad Age comes through week after week..."

"Selling vacuum cleaners and appliances is one of the most competitive jobs—and I have to be informed of marketing trends, ad campaigns launched by competitors, new ideas, and media changes. Ad Age comes through week after week with the information I want. Every issue carries complete coverage of this marketing business."

Four years ago, Mr. Dorff joined the Lewyt Corporation, manufacturers of vacuum cleaners and other appliances, as advertising manager. In less than three months, he was named vice-president in charge of sales and marketing. This beats a previous record of his made during the period he was an executive of the Gruen Watch Co. (1951-1954). At that time he started as director of advertising and eight months later was elected vice-president for advertising and marketing.

In addition to his experience with advertisers, Mr. Dorff has a strong agency background, having been an account executive at both Grey Advertising and Silberstein-Goldsmith for a total of eight years. An alumnus of New York University, Mr. Dorff started his sales and advertising career with the Waterman Fountain Pen Co. in 1938 as sales promotion manager. He has written marketing articles and frequently is a guest lecturer at colleges and trade meetings.



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ABC ABP NBP *1 Year (52 issues) $3*

Ad Investment More Valuable Than Fixed Assets, Pet's Gamble Tells GMA

(Continued from Page 1)

for the fifth international food congress, to be held here in 1962, were described.

And news was made in the closing session today, when Charles H. Bell, president of General Mills, called on the U. S. food industry to assume active leadership in a worldwide assault on human hunger, with the immediate establishment of a task force from GMA companies to evaluate all current world food programs. He offered the immediate fulltime availability of a top General Mills executive for two years, at company expense.

■ But it was advertising that held the center stage at much of the meeting, to the point where this food assembly often took on the complexion of an ad industry meeting. The emphasis was proper, however, in view of the fact that food processors constitute the nation's No. 1 advertising classification—and also in the light of the theme of this year's meeting, "The Challenge to Grow—Profitably."

■ Pet Milk's Theodore Gamble said that in some respects, advertising investment is more valuable than fixed assets. He then went on to discuss management's ultimate investment in advertising—"virtually the only tool we have for direct communication with the consuming public"—in the following manner:

"Management has a very real stake in the esteem with which the function and the profession of advertising are held in this country. If it is held high, then it will flourish, and we will flourish along with it. If it is misunderstood and constantly under attack, then it will be weakened and lose a part of its effectiveness. And your company and mine—indeed, all of American business—will suffer the consequences.

"This means that management has a final obligation in the advertising arena. It is to insist on the highest standards of truth and good taste. We share this obligation with those who create our advertising. They should not violate such standards. We should not permit them to do so. Most certainly we should not encourage them to do so.

■ "When a proper and essential business function is under attack because it is misunderstood, then we can fight back with a maximum hope of victory. But when it is under attack because it needs and deserves a thorough housecleaning, then, ladies and gentlemen, we are in real trouble.

"I am not suggesting that advertising is in such a position today. I am suggesting that it must never be in that position. It is our responsibility to see that advertising never falls into that position. Its strength is too important to all of us."

Mr. Gamble told the food men that "sound and constructive advertising" is the second defense against the inroads of private label brands, the first defense being new and improved product development.

But he added a note of caution: "We cannot expect advertising to sell an inferior product, a product that is overpriced, a product that is not in distribution. And perhaps above all, we cannot expect advertising to sell products which do not fulfill consumer wants. Advertising cannot communicate values which do not exist."

■ The assault on "me too" advertising and shifting of responsibilities to agency shoulders was made by H. G. Ward, sales and merchandising manager of Von's Grocery Co., a Los Angeles supermarket chain which emphasizes national brands and has an unusually high volume per store.

"Is it possible that too much responsibility for increasing your sales volume has been given over to your advertising agencies?" he asked. "When you are introducing a new product and it fails, who gets the blame? I understand it is becoming harder for the advertising agencies to make money, and it seems as though one of the reasons for this is the insistence on your part that they provide more services.

"I know of one instance where a manufacturer insisted that his agency match his executive staff man for man. Yet he did not take the trouble to find out what these men actually did and, as it developed, none of these people that had been added were creative people. I would suggest that you find out how many people from your agencies, working on your products, are really creative people.

■ "Some of you," Mr. Ward continued, "have depended so much on your agencies, instead of on your own people, that the money wasted in Los Angeles alone, would have been enough to put the biggest charity drive over the top."

Smaller Packs Ahead

A trend to smaller packaging of well known products was discussed at the meeting. For one, Kleenex is reported bringing out a 400-tissue box which occupies 45% of the space used by the present package. Kimberly-Clark Corp. started testing the new boxes last summer in Columbus, Denver, Louisville, Phoenix and Spokane (AA, June 13). Minute Maid will market a more concentrated orange juice next year, probably requiring a water ratio of four-to-one instead of the present three-to-one. Cereal and cookie makers were asked about cutting their package sizes, in the interests of more shelf space for other products. #

He gave some conspicuous examples of waste:

- "Beautiful" outdoor posters advertising a new color for a paper product, but no product in the stores.
- Magazine ads on items not sold in Los Angeles.
- Newspaper ads on items "that not one single major operator had seen fit to stock."
- Tv commercials for margarine size and shape sold only in the East.

■ Mr. Ward said, "There is almost no creativeness in some of your companies. 'Me tooism' has become the rule of the day, and this 'me tooism' is what is draining your profits away."

He said "mountains of money" may be wasted on inefficient sales forces "who present a pitch right from the brochure they picked up at a sales meeting . . . And it contains things the buyer already knows or doesn't care about.

"A large proportion of the salesmen calling on buying offices today are saying that all that can be expected from them is to get distribution—from there on it's up to the advertising. I think that kind of attitude is an indictment against you," he told the food manufacturers.

Mr. Ward also condemned wasteful practices of the manufacturers on point of sale display.

"Almost all of the material presented to us we cannot or will not use, and the other large operators in our town do not, either," he said.

Profit Busters

W. A. Schroeder, exec vp of the Best Foods division of Corn Products Sales Co., said that creativity must offset inevitable increases in advertising costs, and he outlined ways and means to plug the leaks that dissipate creativity.

"Inflation of advertising costs is a fact of life that we all must face. The only way we can make sales progress—and not just ride a treadmill—is to make the advertising and promotion dollar work at least 5% harder every year. We cannot prosper with carbon copy advertising."

Mr. Schroeder said creativeness is "the greatest single factor in promoting sales," and he listed four stumbling blocks to tapping the agency's creative pipeline, which also inflate costs:

- Lack of well defined objectives.
- Client prejudices.
- Agency overemphasis on non-creative functions.
- Poor communications.

■ In the area of communications and relations between people, the Best Foods speaker said, "We are torn between having people work together who have come to understand each other, and the need for fresh faces with new ideas."

Poor merchandising activity, whether developed by agency or client, "can effect the development of effective consumer advertising by over-emphasizing the need to do 'front line' fighting. If costly expansion in the marketing area is at the sacrifice of creative power, then we as advertisers are not going to get as much out of our advertising dollar," he declared.

■ Whit Hobbs, vp and associate copy director in charge of print copy, Batten, Barton, Durstine & Osborn, urged advertisers to continually ask needling and challenging questions if they want the best from their agencies. "Believe me, the clients who get the hottest ideas and the hottest campaigns from their agencies are the ones who won't settle for anything less," he said.

Mr. Hobbs delivered his talk in a highly entertaining manner, and was enthusiastically received by a frequently laughing, applauding audience. At least one food executive gave him his business card at the conclusion of the talk.

"Whatever you do, don't be afraid to shake us up," Mr. Hobbs said. "Criticism is good for us. It keeps us on our toes. We expect it, and we can take it. But when you don't like what we do, try to be specific. Try to tell us why.

"When you send us back to the old drawing board and the typewriter, give us as much as you can to go on. When you say, 'Somehow, fellas, it doesn't grab me,' or 'It sends me, but it doesn't bring me back,' you're sending us home in the dark, worse off than before we started."

■ In an informal talk, Federal Trade Commission Chairman Earl W. Kintner said GMA members "in a large measure made a good faith effort to comply better with the law of the land during the past year," and he commended their attempts at compliance with "Trade Practices Recommendations" issued last year. But he added, "You have a long way to go" in compliance with the Robinson-Patman Act and said there would be no "diminution of our enforcement program in the near future."

A seven-man panel concluded that widespread practical results have already been achieved by the dissemination of "Trade Practices Recommendations," but that more "grass roots" education is needed.

TOPPS SALUTES
THE SECOND ANNUAL TOPPS ROOKIE ALL-STAR TEAM
TOPPS CHEWING GUM, INC., BROOKLYN, N.Y.

ROOKIE ALL-STARS—*Topps Chewing Gum Inc. ran this page in Sporting News to announce the winners in its second annual rookie all-star team, as selected by youth group balloting and purchasers of Topps baseball picture cards. The winners are scheduled for three days in New York as Topps guests.*

Coupons

On the subject of coupons, a strong opponent, Clifford T. Haskell, exec vp of California's Alpha Beta Food Markets, laid it on the line to the food manufacturers.

"I should really get down on my knees and bow to you, because we are getting fewer coupons than we did a year ago," he said. "If you want to really get me down on my knees, just cut the damn things out!"

However, Mr. Haskell said, "If you have to use those filthy little things, please adhere to a standard size. And a standard size doesn't mean a standard for each company." Also, "make it real clear" whether the coupon is a retailer or mailing coupon and state "in bold print" how much the coupon is worth.

■ James O. Peckham, exec vp, A. C. Nielsen Co., who has been delivering an annual address on some phase of the food market, this year discussed the rising consumer interest in convenience foods (up 39% in the past year) and large-size packages and concluded with a ten-point observation for both new and established brands.

- For new products, Mr. Peckham said:

1. Outstanding advertising successes are almost invariably based on outstanding product successes.
2. If a new brand is a good product, its share of market bears fairly close relation to its advertising and promotion investment.
3. Advertising expenditures on a new brand must take the total advertising in the entire field into consideration.
4. A prime reason for the flop of a good new or improved product is failure to continue introductory promotion sufficiently long to establish a consumer usage pattern.

- Commenting on established brands, the Nielsen executive said:

1. The best way to maintain or increase share of market, assuming the brand and ad appeals are up to date, is to consistently maintain your share of advertising at a point somewhat ahead of the market.
2. Conversely, the brand will lose in share of market if it doesn't keep up with the competitive trend.
3. A product change, even if highly acceptable, must be sold longer than a 30-60 day introductory period in order to make a sales impact.
4. Price increase by a major advertised brand is usually followed by a decline in share of market and volume.
5. Use of an additional media form by a successful brand often produces additional sales gains.

■ Carl Shaver, president of International Supermarkets Corp., Paris, said that "more than anything," European food retailers need to create the pre-sold brand and national brand consciousness through increased advertising and promotion.

A panel of top management people who wound up the annual meeting concluded that 1961 could be a very good, but highly competitive year for the food business. In soft drinks and flour products especially, marketers look for severe competition, with possible profit cuts as a result. #

Pepsi Calls Satchmo African Safari Big Booster for Sales

NEW YORK, Oct. 27—"An enormous success." This was Pepsi-Cola International's report today on a West African concert tour by Louis (Satchmo) Armstrong and his All-Stars.

Pepsi financed the 10-day tour, which ended Oct. 20, to promote five new bottling plants in Nigeria and Ghana.

However, the company said its expenses were nowhere near the $300,000 reported in the Oct. 31 issue of *Time*.

Robin Chandler Lynn, Pepsi pr gal who went along on the tour, told AA: "I nearly dropped dead when I saw that figure quoted by *Time*. By no stretch of the imagination was it that much."

Mrs. Lynn said the promotion was budgeted at $75,000 and it might have exceeded that by some $10,000.

Also, Pepsi got back a good part of these expenses in the form of admission prices paid at the seven concerts held by Louis. Stadium seats sold for 35¢ plus five Pepsi bottle caps. Standing room went for 14¢ and five bottle caps.

■ Pepsi explained that the promotion was designed to be self-liquidating. In some places, Mrs. Lynn reported, the gate did not come up to expectations because of heavy tropical rains. She said that it rained so hard in Accra—the capital of Ghana—that the stage collapsed an hour before concert time.

The biggest audience turned up in Ibadan, where 22,000 people filed into the stadium to hear the Pepsi-sponsored American jazz.

Mrs. Lynn said there was no doubt that the tour did a lot to pep up Pepsi sales. This is a new market for Pepsi, and it faces an old rival, Coca-Cola, which has been on the scene for five years. Mrs. Lynn said Pepsi expects to do better because its local plants will give Pepsi-Cola a price edge over Coke. She pointed out that Coke has only one bottling plant—in Lagos, Nigeria—and has to distribute its drinks in West Africa from this one point. #

Procter & Gamble Repeats Lacing Kit Premium Offer

Procter & Gamble Co., Cincinnati, is again this year attaching a turkey lacing kit to each three-pound can of Crisco shortening. The kit contains six aluminum skewers, made by the Aluminum Co. of America, Pittsburgh, and a length of cord.

Mennen Boosts Marshal

Mennen Co., Morristown, N. J., has promoted Richard Marshal, formerly manager of the eastern region, to general sales manager, succeeding Thomas G. Vandever who has resigned.

This Week in Washington . . .

Kennedy Erred on Label Cost, but Rebuttal Might Confuse Public More

By Stanley E. Cohen

Washington Editor

WASHINGTON, Oct. 25—What do you do when a Presidential candidate makes an honest misstatement which reflects on your industry? Sometimes, it doesn't even pay to seek a correction.

That's the kind of a situation the tomato canning industry faced recently after Vice-President Nixon and Sen. John F. Kennedy debated farm policy during one of their joint tv appearances.

The Vice-President claimed the senator's farm plan would raise food prices by 25%. The senator rebutted that this was impossible, since the farmer gets such a small part of the food dollar. "The man who grows the tomatoes," he argued, "gets less for those tomatoes than the cost of the label on the can."

■ Tomato canners who were listening in know that the label on the can costs less than one-third of 1¢ and that the farmer gets at least 3¢ for the tomatoes that go into the ordinary household-size can. They phoned and wired their indignation to the National Canners Assn. They were anxious to have the misstatement straightened out.

First, the association decided to find out how Sen. Kennedy came to make the statement. It found itself involved in a detective chore of some dimensions.

The senator's source was the newsletter of the American Institute of Cooperation. When the item appeared there, it had been clipped by Prof. Willard Cochran, Sen. Kennedy's advisor for agricultural problems.

■ Investigation ultimately traced the statement to a prominent tomato grower from the Rio Grande area. Part of his crop had come in so late this year that it was sold for salvage at $4 per ton.

He acknowledged to the association that he once told a reporter from *Farm Journal* that the labels and carton cost the canner more than the tomatoes. In the *Farm Journal*, the quotation said merely that the label cost more than the tomatoes. From there, it appeared in the newsletter that reached Sen. Kennedy's advisors.

■ Having developed indisputable proof that the facts weren't as they were presented to the public, the canners' association still found itself in something of a public relations box.

If it came down to an exchange of insults, the association could not be effective unless it had ample opportunity to present its statistical ammunition. Even if it could present the real facts, it found itself confronted with the possibility that the real facts might stir up more trouble than they would settle.

The going relationship between the amount that the farmer gets for his tomatoes and the amount the public pays reflects the inescapable costs which accumulate at every step of the production and processing sequence.

■ If the canners had time to sit down and show the facts to each individual consumer, these price and cost relationships might be put into perspective. In real life this is out of the question. Additional discussion of the price of tomatoes would almost surely set off a new round of unfavorable publicity.

Carlos Campbell, executive secretary of the association, felt strongly that the canners should stick to a single objective: To prevent any further damage to the industry. He put the true facts before responsible officials of both political parties and before the directors of the association. No public statements were issued.

■ But the canners aren't the only ones who feel their reputation was hurt as a result of the example which Sen. Kennedy used in his broadcast. The tomato canners were upset because he understated the price they pay for tomatoes. On the other hand, the label makers were irate because his statement suggests that labels cost more than they do.

Label makers were not bound by the same delicate public relations dilemma that confronted the canners. So the label manufacturers division of the Lithographers & Printers National Assn. fired off a telegram of protest. They told the Kennedy camp that the label costs less than a third of 1¢, while "the farmer receives approximately ten times as much."

The Kennedy organization is politely apologetic about the whole mishap. Prof. Cochran regrets any injustice which resulted to the tomato canners. It's particularly unfortunate, he says, because there are at least a dozen other examples in the senator's hands which are equally dramatic. #

Earl Rettig to Leave CNP

Earl Rettig has resigned as president of California National Productions, New York, NBC's tv film subsidiary, effective the end of 1960. No successor has been named. James Jurist, formerly director of accounting for NBC, has joined the film subsidiary as director of business affairs.

Hopper to CBS Electronics

Clarence H. Hopper, formerly vp in charge of facilities for CBS, has been named president of CBS Electronics, Danvers, Mass., a division of CBS. He replaces Arthur L. Chapman, who will continue as a vp of CBS, making his headquarters in New York.

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Send us 2 complete resumes, including past earnings, for confidential handling.

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Please write Personnel Dept.

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Drug and Cosmetic Experience Essential.

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Salary to match the man—must have initiative, determination and all-around creative ability—seasoned experience including successful copy writing on proprietaries and cosmetics in print, air, all media. Send complete resume. Our organization will happily welcome the man we seek. All replies in strict confidence. Address President, **Box 458, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.**

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DENVER NAB—*Swapping business pointers and the latest jokes at the Mile High city during the National Assn. of Broadcasters regional meeting were Merrill Lindsay, WSOY, Decatur, Ill.; Ken Nybo, KBMY, Billings, Mont.; J. D. Hill, KSSS, Colorado Springs; Don H. Burden, Star Stations, Omaha; Les Ware, KZIX, Fort Collins, Colo.; Homer K. Peterson and Jack Paige of KALL, Salt Lake City; and Helen Gill, Gill-Perna, New York.*

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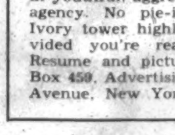
Creative Advertising Artist with strong convictions that he can defend illustratively and articulately. Can help determine his own horizon in youthful, aggressive and growing agency. No pie-in-the-sky please. Ivory tower highly acceptable provided you're ready to share it. Resume and picture needed. Write Box 459, Advertising Age, 630 Third Avenue, New York 17, New York.



Publishers
Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.
james k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Avenue, Chicago 34, Ill.

DON HARRIS NEEDS:
VP—ACCOUNT SUPERVISOR. One of the country's biggest accounts. A wide deep marketer and top-level client-relations man. A diplomat with guts who can lead and coordinate his agency's departments, including creative, keep the confidence of a fair but exacting client. ...... To $50M+
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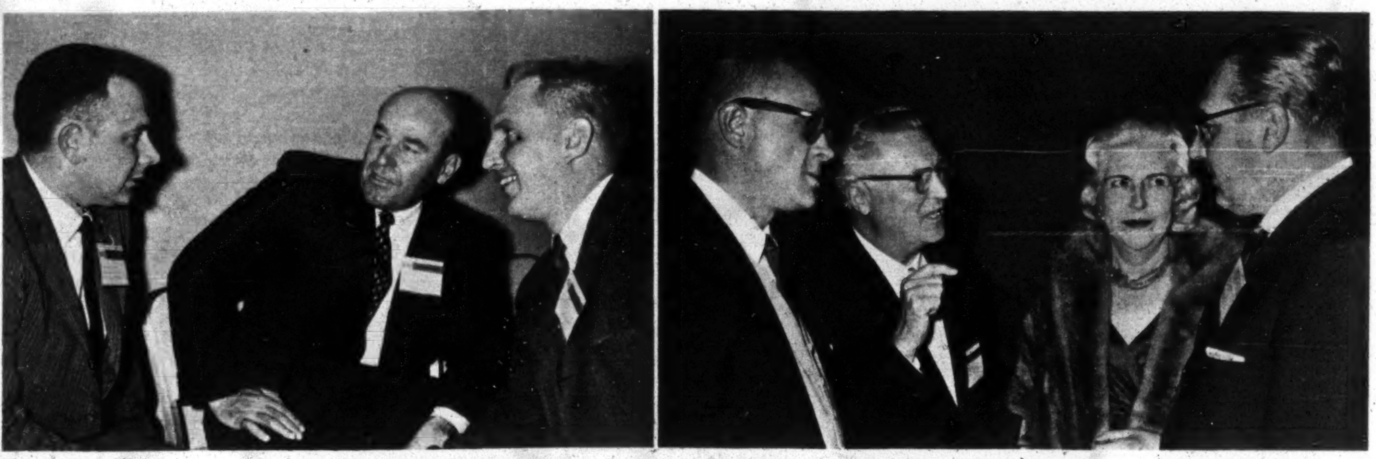


RADIO-TV MEN—*Chatting at the Denver regional meeting of the National Assn. of Broadcasters were Harry W. Hoth, KRDO radio and tv, Colorado Springs; Joseph Herold, KBTV, Denver; James Croll, KCSJ-TV, Pueblo, Colo.; W. A. Goodhope and Mrs. Helen S. Duhamel, KOTA-TV and KOTA, Rapid City, S. D.; Rex G. Howell, KREX, radio and tv, Grand Junction, Colo.; and James T. Brennan, KTVR, Denver.*

Let's End Under-Pricing and Stick to Rate Cards, Sandstrom Urges NAB

(Continued from Page 2)

ing at local rates. Too many stations have been guilty of making deals to get national advertising. Too many stations have been and are guilty of making deals to get local advertising. Too many stations have a big high rate for national clients that is clear out of line with their local sales structure. But they want to 'stick it' to the agency—because, he said, it can afford it. The result—we have had a loss of confidence on the part of many major advertisers in our medium.

"Some of the big national advertisers won't put money into radio they once did, because they never know when they have reached bottom. Some have even abandoned co-op because of billing abuses. They never know when they have found the station that will sell the greatest number of spots for the smallest number of dollars."

■ He urged a reexamination of rate structures and sales policies, adding, "I don't think it's nearly as important how much you charge as it is that you have a firm policy and stick to it."

He noted that major metropolitan stations seemed to sell spots cheaper in many cases than small market stations, and he remarked again that "our product is too cheap—we're running too many double spots to build the gross we need to meet our operating expenses."

He urged a firm rate structure and the devotion of more attention to diverting advertising from other media, rather than trying to switch it from other stations. He also recommended a drive for new clients, asserting that in the two years WIBW has had a man on the road to sell companies outside Topeka: "We have clients on the air we didn't even know were in business two years ago."

■ Otherwise, Mr. Sandstrom urged more attention to programming depth ("I don't believe you can run radio with a stack of 40 records, a copy of *Billboard* and a news printer") and more active participation in local government and legislative matters.

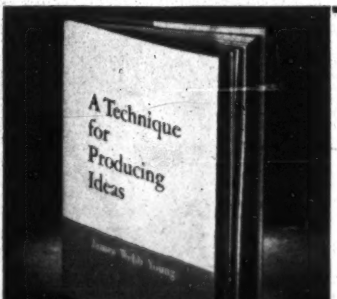
■ Dr. William L. Whitson, vp of Martin Co., Denver, held out the possibilities of vastly improved communication procedures through the use of space technology to the broadcasters. He said vastly improved world communications would be available "tomorrow," and that "if a weather satellite predicts a rainy week for military maneuvers, it can also assist a Nebraska farmer in planning his wheat planting and harvesting.

"If a satellite can transmit military orders around the world, it

(Continued on Page 94)

Fondren
Meyer
Shaw
Sandstrom

BROADCASTERS AT PLAY—*At the NAB meeting in Denver were Lee Fondren, KLZ, Denver; Lynn Meyer, Inter-Mountain Network, Salt Lake City; William H. Shaw, Headley-Reed Co., Chicago; and Thad Sandstrom, WIBW and WIBW-TV, Topeka.*



A Technique
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IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the *formula* which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $2.00 postpaid.

ADVERTISING AGE 200 E. ILLINOIS ST.
CHICAGO 11, ILL.
"Attention Book Department."

ADVERTISEMENT

Winners Announced In Hot Shot Contest

Seven Stations Recognized for Outstanding Merchandising of Hot Shot Insecticide Schedules This Year

Memphis, Oct. 20—Four television stations and three radio stations won top merchandising awards recently in a national merchandising contest sponsored by Hot Shot Quality Products, Inc., Memphis, Tennessee. The seven winners won by creating unusual and effective ways to tell wholesalers, cooperatives, and chains about the big Hot Shot Insecticide schedule which was running on their respective stations.

■ In addition, they also used unique promotional techniques to get more customers to buy Hot Shot from their favorite stores. The promotional stunts ranged from display cards and special floor displays in grocery stores to a dead-bug contest staged by one station which was literally swarming with dead bugs brought in by listeners.

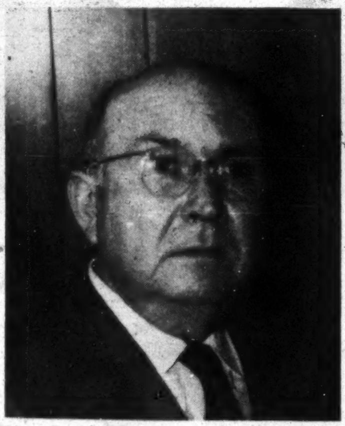
■ The radio and television merchandising contest was open to all stations throughout the country which carried advertising for Hot Shot Insecticides during the 1960 season.

■ Second place winner, Mike Schaffer, is not pictured below because no photograph was received at press time. At the time of the contest, Schaffer was Director of Promotion & Merchandising for WAVY-TV, Portsmouth, Virginia.

Miss Ann Mar, *National Sales Coordinator, WBAL-TV, Baltimore, Maryland, First prize winner.*

Mr. Gene A. Bowen, *Commercial Manager, Radio Station WDVH, Gainesville, Fla., Third prize winner.*

Mr. Ed Prendergast, *Manager, Radio Station WBOK, New Orleans, Louisiana, Prize winner.*



Mr. Frank Gentry, *Sales Manager, WLBT-TV, Jackson, Mississippi, Prize winner.*

Mr. Will Shawver, *General Manager, Radio Station WRGR, Starke, Florida, Prize winner.*

Mr. A. Eisenstat, *Promotion Director, KPLR-TV, St. Louis, Missouri, Prize winner.*

Hot Shot insecticides have had sensational sales increases during past years.

Hot Shot Insecticides is America's fastest growing brand of quality household insecticides. Despite unseasonably cool weather for bugs during the 1960 season, Hot Shot has already chalked up sales increases of approximately 25 per cent. Simon & Gwynn, Memphis, Tennessee, is the agency.

NAB, Denver

Jamieson Chauncey Tipton Layne

ON THE BEAM—*Socializing at the Denver regional meeting of the National Assn. of Broadcasters were Bob Jamieson, CBS-TV, New York; Tom Chauncey, KOOL-TV, Phoenix; Jack Tipton, KLZ-TV, Denver; and C. N. (Rosy) Layne, KID-TV, Idaho Falls.*

can carry music and America's message of freedom to people in Russia," he said. "It can carry radio and television to people in Europe, Asia, Africa and South America."

He remarked that telephone lines and radio frequencies are now crowded. "Right now," he said, "there are two telephone cables linking the U.S. and Europe. These can carry a total of 72 voice channels." Consequently, he said, worldwide communication depends on high frequency radio. Intercontinental television is a "pleasant dream, but 19 telephone cables would be necessary to provide two television channels, not to mention complex signal separation and synthesizing equipment at the cable terminals."

■ However, with one "sophisticated satellite" orbiting 2,200 miles above the equator, which would match in its speed the rotation of the earth, so that it would appear to be motionless from the ground, hovering over one selected region of the earth, it is possible to provide relay of two channels of tv—or one channel and 600 or more voice channels between the U.S. and Europe. It "would give you intercontinental television and hundreds of radio-telephone lines" and would cost $37,000,000, including operations cost for two years. Two-channel tv cables under the Atlantic would cost $500,000,000. The satellite plan "is assured of an immediate commercial market" and is "comparatively simple and inexpensive" and could be made operable quickly, he noted.

American Telephone & Telegraph has announced plans to start a 50-satellite system, which will ultimately cost $170,000,000 and be worldwide in scope, with the first satellite of the system due to be launched within a year, he said. #

Petry Appoints Two

Robert L. Schuessler, previously an account executive with George P. Hollingbery Co., has joined the Atlanta tv sales staff of Edward Petry & Co., radio-tv station representative. Robert Schneider, formerly research manager of CBS Television Spot Sales, has been named research director of Petry in New York, succeeding George Johannssen, who resigned.

Burdick & Becker Names Two

Richard Grossman, formerly with Robert E. Wilson Inc., has joined Burdick & Becker, New York, as a copy supervisor. Maurice B. Haykin, previously with Chas. Pfizer & Co., has joined the agency as a copywriter.

Ohio Newspapers Combine

The *Middletown Times Herald* and *Daily Record*, Middletown, O., have combined into a morning paper. The new publication, *Times Herald-Record*, will be published Monday through Saturday.

EVERY HOUR
NEW YORK TO
WASHINGTON
AT 25 MINUTES AFTER EVERY HOUR

BETWEEN 7:25 AM AND 11:25 PM FROM LA GUARDIA
(except 10:25 PM)

Use your **Diners' Club** or **Carte Blanche** card
Call a travel agent or
NORTHEAST AIRLINES

See these and other DYLITE display items at Booth #285,
P.O.P.A.I. Show, New York Coliseum, Nov. 1-3.
ZIMMERMAN PRODUCTS CO.
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St. Louis 17, Missouri

CREATE authentic DISPLAYS -with DYLITE® FOAM PLASTIC

These two eye-catching displays were created and made from DYLITE expandable polystyrene by Zimmerman Products Company of St. Louis, Missouri. The fighter figure is 37 inches tall and weighs only 28 ounces; the bottle replica, 28 inches and 16 ounces. They are lightweight, durable and attractive.

ANTIQUE
Four Roses
ANTIQUE
86 PROOF
BOURBON
Kentucky Straight Bourbon Whiskey

DYLITE foam plastic is a natural material for point-of-purchase displays. DYLITE can be custom-made for any exhibit, to fit any sales theme or promotion. DYLITE displays are low-cost and they can be used over and over.

DYLITE comes in the form of tiny, free-flowing beads. When heated, these beads can expand to as much as 60 times their size. They fuse together and form a strong, smooth plastic foam. They can be easily molded to any size, shape, color, or density. DYLITE is strong, buoyant, water- and vapor-resistant.

Why not check into this easy, low-cost way to better displays. For information, write Koppers Company, Inc., Plastics Division, Dept. AA 10310, Pittsburgh 19, Pennsylvania. Koppers also makes these other fine plastics: DYLAN® polyethylene, SUPER DYLAN® polyethylene, and DYLENE® polystyrene.

KOPPERS PLASTICS

Dailies Lack Data in Audience Research: Kent

Hirt
Newman
Keeney
McBride

NNPA OFFICERS—*Arthur J. Keeney, Evansville Courier and Press and retiring president of central region National Newspaper Promotion Assn., turns over the presidential gavel to his successor, John F. Newman, Battle Creek Enquirer & News. Watching are Robert J. McBride Jr., Detroit Free Press, 1st vp; and Paul S. Hirt, Chicago Sun-Times and Daily News, 2nd vp.*

(Continued from Page 2)

dience for newspapers as one male and one female for each unit of circulation. Again, this rule of thumb may well do newspapers an injustice, particularly when attempts are made to compare newspaper audience characteristics with daytime tv and women's service books, media for which we have reasonably precise measurements of audience.

"What data we have on readership of the various newspaper sections are severely limited and badly out of date," Mr. Kent said. "Figures developed in the 'Continuing Study of Newspaper Reading' are still being used. Over half of these studies are now 15 years old.

■ "Moreover, the data were originally based almost exclusively on market day edition of the individual newspapers, and only three instances of Sunday newspapers. Some recent studies of readership of Sunday sections have been conducted in isolated markets, but no scores of readership of individual advertisements in these sections have been made public."

Mr. Kent maintained that too much of the available information for newspapers "has represented rearrangements of data that were already available, data that were irrelevant so far as making a media decision was concerned, or data whose validity and reliability could not be evaluated because the ways and means of obtaining the information were not a part of the presentation of the findings."

■ Under certain circumstances, one ad medium is superior to another, and it is up to each medium to find its strong points and take advantage of them, Mr. Kent said.

"It is easier to demonstrate the effectiveness of a given medium than to measure it against another medium," he said. "Let's all stop being pressured into making quantitative comparisons among media.

"This search for a conversion table that would list equivalent quantities of advertising impact as between one medium and another is as fruitless as a search for the alchemist's stone. Even if proper formulas were developed, they would work differently for different products and different kinds of people, and at different points in time."

■ Maurice T. (Moe) Reilly, exec vp of Chicago Tribune-New York News Syndicate Inc., told the promotion men that "relentless pressure from the business office to conserve every possible square inch of space, and to cut out-of-pocket expense to the absolute minimum, can work serious damage to a newspaper at the editorial level.

"Where the news hole constantly diminishes in size, and where there is an indifference to the quality of talent employed, newspapers tend to become static and dull, rather than lively and exciting," Mr. Reilly said.

He said that the newspaper editor's job is to attract, retain and stimulate the audience but charged that many editors are suffering from "budgetitis" and can't do their jobs properly.

"I find that some publishers are inclined to the opinion that the basic business goal of the newspaper is somehow different from that of other media of mass communications," Mr. Reilly said. "Actually it isn't. It is identically the same as that of magazines, radio or television.

■ "We are all striving to accomplish the same thing—to get a nice big audience into the tent and hold it there long enough for the 'pitchmen' to do an effective job. It seems clearly evident, therefore, that showmanship and entertainment must be an essential part of the newspaper's day-to-day makeup. Publishers, therefore, must recognize that good talent and effective presentation of it must somehow be provided for within the operating budget."

Many publishers belittle syndicated features because of the reasonable prices of the features, Mr. Reilly charged. He pointed out, however, that although syndicated features are snubbed by many newspaper men, television, magazines and Hollywood have created big hits from syndicated newspaper features.

Mr. Reilly criticized newspapers for compressing their most popular features—the comics. "As a result of the relentless drive to save space, and to simplify the makeup problem, comic strips have been cut, cramped, crowded and compressed to a degree which almost destroys legibility," he said. "During the period in which the movies have moved up to widescreen and vista-vision, and while the tv set has grown from the 12" to the 27" screen, the newspaper's own art form—its principal vehicle of entertainment—has steadily dwindled to the dimensions of a miniature."

■ Newspaper promotion men were urged to spend more time working with other members of their management teams in solving the major problems of the newspaper field by Arthur E. Hall, exec vp of the newspaper division, Field Enterprises Inc. He delivered the keynote address to the convention.

Newspapers would benefit if promotion men could come up with solutions to such problems as overcoming union resistance to improvements in production techniques; impressing readers with the kind of job newspapers are doing in the coverage of news; selling a daily on its merits and not just with gimmicks; and persuading the public to spend more time reading newspapers, he said.

In order to accomplish this, promotion must have more quality, he said. "In your role as your newspaper's ad agency, you've got to turn out work that competes in quality with the work of other ad agencies," he said. "Bush league material isn't going to help solve all those problems we've talked about," Mr. Hall added.

The story of how the *Detroit News* added and retained more than 56,000 new Sunday subscribers because of a new television magazine was told by Richard Paynter, of the *News*.

■ Last Nov. 1, the *News* brought out a 56-page pocket size tv magazine which was included with the Sunday edition at no extra cost to readers. Sunday circulation jumped 39,460 copies the first week, 46,557 the second week and 58,906 at the end of five weeks, he said. The average Sunday circulation gain for the six months period which ended March 31, 1960, Mr. Paynter said, was more than 56,000.

■ The *News* used an extensive advertising and promotion campaign to promote the tv magazine, prior to and during its introduction. Media included one-minute filmed spots on four Detroit tv stations and 10 other Michigan tv stations; one minute transcriptions on seven Detroit radio stations and 33 Michigan radio stations; 3 col. by 13" ads in 29 other Michigan dailies each week for four weeks; 60 24-sheet posters, outside truck posters, window and newspaper stand cards, and direct mail, Mr. Paynter said.

Ad linage in the tv magazine increased along with circulation. Starting as a 56-page book, the *News'* tv magazine is now 96 pages and is described as one of the largest newspaper tv magazines in the U.S. by Mr. Paynter. The promotion was created by the *News'* agency, W. B. Doner & Co.

■ A monthly grocery inventory report has helped to attract test advertising campaigns to Fort Wayne, Ind., according to Robert Adams, Fort Wayne Newspapers Inc.

Mr. Adams said the monthly grocery inventory plan was started 10 years ago in Fort Wayne and a report is issued every 26 days giving the sales of some 900 brands of food products in 54 product classifications.

Advertisers are able to check the sales progress of their products each month with no extra costs, allowing them to determine quickly how test promotions are working. Cost of the service to advertisers is $18,000 a year, he said.

■ John F. Newman, *Battle Creek Enquirer & News*, was elected president of central region NNPA, succeeding Arthur J. Keeney, *Evansville Courier* and *Press*.

Other new officers include Robert J. McBride Jr., *Detroit Free Press*, 1st vp; Paul S. Hirt, *Chicago Sun-Times* and *Daily News*, 2nd vp, and John W. Yuenger, *Green Bay Press-Gazette*, secretary-treasurer. #

Canadian Group to Open Probe of U.S. Magazines

MONTREAL, Oct. 25—American magazines sold in Canada will "be on trial" when the Royal Commission studying the effect of foreign competition on Canadian periodicals holds public hearings across the dominion in the next two months.

Plaintiffs in the case, according to Commission Chairman Grattan O'Leary, are Canadian periodicals. They have blamed foreign competition for the shortage of advertising dollars available to Canadian publications.

Defendants are U.S. publications such as *Time* and *Reader's Digest*, which publish Canadian editions carrying Canadian advertising but little Canadian editorial content.

■ Commission's terms of reference permit wide investigation. Anything that might affect the welfare of Canadian publications can be considered. That includes, Mr. O'Leary said, the effect of tv and radio on publications as well as Canadian postal rates for publications.

The commission might also take a look at the government printing bureau to see if the Queen's printer is publishing material which might deprive Canadian printer-publishers of work. Canadian publishers have repeatedly asked for some kind of protection against the overflow circulation of American magazines and their annexation of large amounts of Canadian revenue.

■ In the early '30s the Bennett government imposed an import tax on incoming publications, but this was repealed some years later. The commission will meet here Nov. 28 and will hear individuals as well as business and trade and professional organizations.

American publications are expected to put up a stiff fight against any curtailment of their Canadian business activity. Mr. O'Leary expects to have a report in hands of the government early next year. #

Mann to Alden Advertising

Howard Mann, formerly vp and marketing director of Roman Associates, has joined Alden Advertising, New York, as marketing director and head of the new business department.

Int'l Shoe Buys Dick Clark Show

Marketer Bids for Teens; Company's Total Ads at $5,000,000 Level

CHICAGO, Oct. 25—International Shoe Co., St. Louis, has added Dick Clark's "American Bandstand" (ABC-TV) to its television schedule to feature women's and teens' styles.

The spring and fall programs will each be 13 weeks, with International appearing three times a week.

Al Johnson, advertising director, said in an interview here yesterday that the buy reflects the company's increasing efforts to reach the teen age market.

Juvenile, teen and sports boot brands will also receive promotion next year in *Baby Talk*, *Boys' Life*, *Field & Stream*, *Today's Health*, *Outdoor Life*, *Parents' Magazine*, *Seventeen*, *Sports Afield*, *Today's Health* and *Your New Baby*.

The company broke into network tv this season with twice-weekly spots on the "Jack Paar Show" (NBC-TV).

Mr. Johnson said the company will spend about $5,000,000 on advertising this year, and expects to boost that by almost 20% next year. Most of the increase will be for spot and network tv.

■ Although the company owns about 800 of the 30,000 outlets which handle its various brands, it has little local store identification, and uses local cut-ins on the network spots, giving three store locations on each cut-in.

International charges participating stores for these cut-ins, Mr. Johnson explained, and the money (almost $500,000 this year) is used to buy more spots in the store area.

Since store identification is important in International's ads, co-op newspaper ads are frequent. About 12,000,000 co-op lines will run this year, Mr. Johnson estimated.

International has 28 principally-advertised brands on the market (including Rand, City Club, Poll-Parrot, Winthrop, John C. Roberts, Vitality, Accent, Velvet Step, Red Goose and Weatherbird). Its share of the U.S. market is estimated at between 8% and 10%. Last year the company produced 51,000,000 pairs of shoes, and it expects sales this year to reach $300,000,000. Subsidiaries include Florsheim Shoe Co., Chicago, and Savage Shoes Ltd., Preston, Ont.

■ The company uses four agencies for its various lines—Krupnick & Associates, Gardner Advertising Co., Frank Block & Associates and Marjorie Wilten Advertising. All are in St. Louis. #

Stoddard, Livingstone Join Larkin, Ostiguy in New Posts

Larkin, Ostiguy & Kimbrough Advertising, St. Petersburg, has appointed John F. Stoddard sales manager of its new visual materials company, Vimco. Mr. Stoddard was formerly with Rieck & Fleece, St. Petersburg, builder's suppliers. At the same time, Roy E. Livingstone has resigned from the Royal-Livingstone Agency, Hartford, to join Larkin, Ostiguy as head of the new sales promotion and marketing department.

Temme Joins Eldon Industries

Olive Joy Temme has joined Eldon Industries, Los Angeles, as advertising and production coordinator. Miss Temme formerly was art and production manager of Jewel Tea Co., Barrington, Ill.

Ad Industry Tries to 'Whitewash' Image, McCabe Tells British Admen

(Continued from Page 3)

our time—and have wasted a lot of time in the past—trying to defend the ethics and advertising of the crookedest back-street secondhand car dealer with the same arguments we use for a responsible manufacturer or agency. It can't be done, and we shouldn't try."

Regarding criticism of advertising for creating discontent by stimulating desire for things the public can't afford, Mr. McCabe said:

"I admit this, and I think it is splendid. I don't know of any other, more acceptable, way of encouraging people to work harder and improve their standard of living."

He said he respected the views of those who would prefer to be left alone with the bare necessities of life but said he believed they were in the minority and must suffer for the good of the majority.

■ He opposed a set of rigid and restrictive rules aimed at preventing false claims in advertising, saying they too often acted as a challenge.

"You can never impose a real sense of responsibility by regulations. You can only create it by trusting people—in this case, us—to have it."

Advertising, he remarked, is most vulnerable to criticism in the area of exaggerated claims. He defended the legitimacy of artists' license and the exaggerated parable to make a point, and went on:

"But I would not defend for one moment some of the word-weaseling and phony product demonstration that somehow gets through from time to time as a substitute for creative thought. This is not legitimate exaggeration. It is just a damned lie.

"It may not be easy to withstand demands by some clients for this sort of chicanery, but if we are going to claim responsibility and the advantages that go with it, then some of us have to be a good deal tougher and more independent than we are."

■ Mr. McCabe expressed the opinion that public relations for advertising has been tackled in a pretty miserable fashion.

"Not one of us who set about a campaign for a client in the way we have set about our own pr program would hold the account for a week.

"I have yet to read a report which has really analyzed the product we have to sell, the markets we are trying to sell to, and the problems we face.

"As a result, everyone seems to be thrashing about trying to whitewash everyone and everything in the advertising business to anyone who will listen—whether or not they understand what we are talking about or could influence matters even if they did."

The first objective, he felt, should be to increase the consumers' confidence in advertisements produced by IPA members. To this end he suggested member agencies should be allowed to use the IPA symbol. If a campaign were questioned, the IPA could examine it and withdraw permission for the use of the symbol on any campaign which did not measure up to its standards.

■ John W. Hobson, chairman of Hobson, Bates & Partners, told the conference he had recent evidence that client-agency understanding has not yet reached a stage at which a sound basis of fee fixing can be established.

"Sooner or later," he said, "I am sure the system must be changed; but I think we must wait some time longer to establish in the minds of our clients the contribution we can make, and a proper respect for our range and quality of service. Then we can get a more logical, but not less remunerative, system of payment."

The whole process of the advertising business, he felt, is somewhat embarrassed by the present method of remuneration.

"Our remuneration is far too much bound up with the volume of advertising. How can the proper status of advice be assured, and how can this partnership of contribution to the joint problems be accepted when the client knows, and we know, that it suits us better to recommend advertising than to suggest, for example, a premium gift scheme?"

■ Advertising agencies, Mr. Hobson argued, need to be very careful of their brand image, particularly in such matters as office or personal presentation, expense spending and the advertising man's way of life.

"In this wider area of service I have outlined, and facing this race of executives, we are no longer in the business of glitter, of vague *bonhomie*, of art, of society contacts.

"We are in the business of *business* and we have to look and behave like business men. This is not to say that in the agency field there is not room for people who care to create for themselves the image of artistic eccentricity or for their offices the air of exotic richness; indeed such people aid the agency's image of brightness—but this in my view no longer can be the brand image of the agency as a whole. It simply is not compatible with the image of a business which is engaged in the serious job of being the working partner of the typical hard-headed mass production client."

■ Paul Bareau, one of Britain's leading economic journalists, took a gloomy view of the American economy in discussing "How Big is the Future?"

"The prospect in the U. S.," he said, "is no longer quite as cheerful as it used to be. The American economy has for the time being lost its bounce.

"The U. S. no longer is as dominant a factor in the world situation as it was, but they are still the largest importing country in the world, and what happens there must have some impact elsewhere. One of the reasons for the recession in the U. S. is, in my view, the fact that the dollar has become a somewhat over-valued currency, and that American goods show a tendency of pricing themselves out of world markets.

"This feature of their situation may become more apparent after the Presidential election because, whatever may be the outcome of that election, the new administration will attempt to spend its way out of this recession. That will accentuate the forces that have been pulling on the American balance of payments, causing the U. S. to lose gold, but will bring not only the U. S. but the whole world to face up to the problem of a general readjustment of exchange parities."

Looking at the next few years, Mr. Bareau predicted that the main hope of economic expansion lies in the older industrial countries.

■ L. W. Desbrow, media, marketing and research director of Garland-Compton, declared that so far, advertising men have made very little progress in being able to compare the impact of one medium with another.

He felt there is no shortage of research statistics but worried that advertising personnel are not making the best use of them or, in many cases, not using all of them to the best advantage.

He pleaded for more time for media executives to "go off and think"—just as copywriters are supposed to do.

"We are reaching a situation in the media world where in the next few years we have got to think until it hurts, if we are once more to move forward," he said.

■ Dan Ingman, research and media director of Young & Rubicam Ltd., made a similar plea. He felt advertising men should probe a little more deeply into what existing statistics on media really reveal, or fail to reveal.

John Cuff, managing director of Lambe & Robinson-Benton & Bowles and chairman of the IPA recruitment and training committee, reported that a recent survey of IPA agencies showed that nearly 10% of the 16,000 people employed by agencies (excluding secretaries) changed agencies in one year.

It was not the creative people, as might have been imagined, who were responsible. The survey showed that 16% of 3,158 executives changed jobs.

"Unless this trend is halted," he warned, "you will lose one executive in every six you employ during the coming twelve months." #

Burkland
Nelson
Dougherty
Tower
Cady

BROADCASTERS—*At the National Assn. of Broadcasters regional meeting in San Francisco were Carl Burkland, Television Information Office, New York; Tom Nelson, Ampex Corp., Redwood City, Cal.; Frank Dougherty, Harrington, Righter & Parsons, San Francisco; Charles H. Tower, NAB's vp for television; and Chester (Chuck) Cady, Triangle Stations, Los Angeles.*

Stalnaker
Constant
Gill
McAndrews

QUARTET—*At the NAB meeting in San Francisco were Howard Stalnaker, KPHO-TV; Phoenix; A. H. Constant, KRON-TV; Cliff Gill, KEZY, Anaheim, Cal., and Robert J. McAndrews, KBIG, Hollywood.*

Admen Are Meeting Challenge to Police Their Industry, Kintner Says

(Continued from Page 3)

claims."

Mr. Bernstein told the session that advertising and aggressive selling perform essential functions. "But I think the public is suspicious of them, because it is suspicious, in a very deep and fundamental sense, of the whole notion of an economy of abundance," he said. "It likes the idea, but it mistrusts it, too. And it fastens on advertising—as a visible symbol of the economy of abundance—as the prime whipping boy."

■ Thus, he added, it became inevitable that advertising should be assailed. "I do not see that attack subsiding for many years to come. And that is why, in the area in which you here tonight are concerned with advertising—and in all the areas of truthfulness, believability and good taste—advertising and advertising people must be more careful, more circumspect, more sensible and more competent than they ever have been before."

Mr. Bernstein said he thought advertising would improve. "I believe that, painful as it may be to take the kind of shellacking advertising is currently enduring, the net result is good, and that both advertising and society will ultimately be the better for it."

■ Mr. Willson called for filtering out questionable advertising claims prior to publication. Also, he said, advertising must be prepared to give competent proof of its claims, and media must require such competent proof as a requisite for publication.

"Advertisers must forego performance claims until provable, and media must be ready to forego advertising revenue until the claims are provable," he said.

Mr. Willson condemned "the callous way many advertisers are exploiting public faith in scientific findings." In the field of health aids, he added, can be found "one of the gravest abuses in advertising today."

■ Mr. Day said the line, "Independent laboratory tests prove . . ." is much used in advertising, but that such laboratories had contributed little to advertising. He said the labs, more often than not, are "the refuge of the also-ran product." #

Koehl, Landis Adds Hotels

Koehl, Landis & Landan, New York, has been named by Loew's Hotels, New York, a subsidiary of Loew's Theaters, to handle advertising for the 2,000-room Americana Hotel and the 800-room Summitt Hotel now under construction in New York. They are the first hotels to be built in Manhattan in 30 years. Koehl, Landis also has been named to handle advertising for the Shaw Park Beach Club, opening in February in Ocho Rios, Jamaica, W. I., and the Shaw Park Mountain Hotel, opening there in December, 1961.

Juvenile Decency

The New York Mirror Youth Program, started in 1941, has been called:

"The greatest single force for good citizenship among the young people of New York."

Last year 119,388 boys and girls participated in 32 cultural and athletic activities of this Youth Program, watched by 1,279,042 spectators.

It's one solid reason for the loyalty and responsiveness of Mirror families—the cream of the mass market.

Make
The Mirror
a MUST!

RUSH

LIFE's tempo is geared to speed. It has to be, to bring its readers the latest news of the week in great pictures, every week.

For advertisers, this tempo makes possible a unique marketing facility—LIFE's seven-day "fast-close." Give us your plates on a Wednesday, and the very next Wednesday your black-and-white or two-color ad will begin reaching 18,950,000 households coast to coast.

133 fast-close advertisements have so far appeared in LIFE to meet special sales situations—and in October 1960 more advertisers used LIFE's fast-close than in any previous month—three of them twice during the month.*

With the hottest selling season of the year just ahead, LIFE's fast-close takes on special value. There's still time to be in LIFE's big November and December issues—including LIFE's year-end, two-in-one issue, traditionally the best-selling issue of the year and every year a better seller than the year before. (This year's subject—25 Years of LIFE. Estimated circulation—7,200,000 copies.)

To show you how fast-close works: Normal closing for this special year-end issue is November 11 for four-color, November 28 for black-and-white or two-color. But (at a premium of only 5% over regular rates) LIFE can accept four-color plates as late as November 29, black-and-white or two-color plates as late as December 14 for the issue on sale December 21.

Advertise with the speed of LIFE—year-end and all year long.

* They included cars (Ford Motor Co. and General Motors for Buick); cameras (Fairchild Camera & Instrument Corp.); frozen orange juice (Florida Citrus Commission); a foundation (The Foundation for Commercial Banks); an insurance company (Mutual of Omaha); Socony Mobil Co. (two insertions); Calvert Reserve Co. (two insertions); RCA (two insertions, radio and stereo) and Wen Products, Inc. (power tools).

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NEW YORK 20, N. Y.

Campaign in LIFE and your product will get the votes

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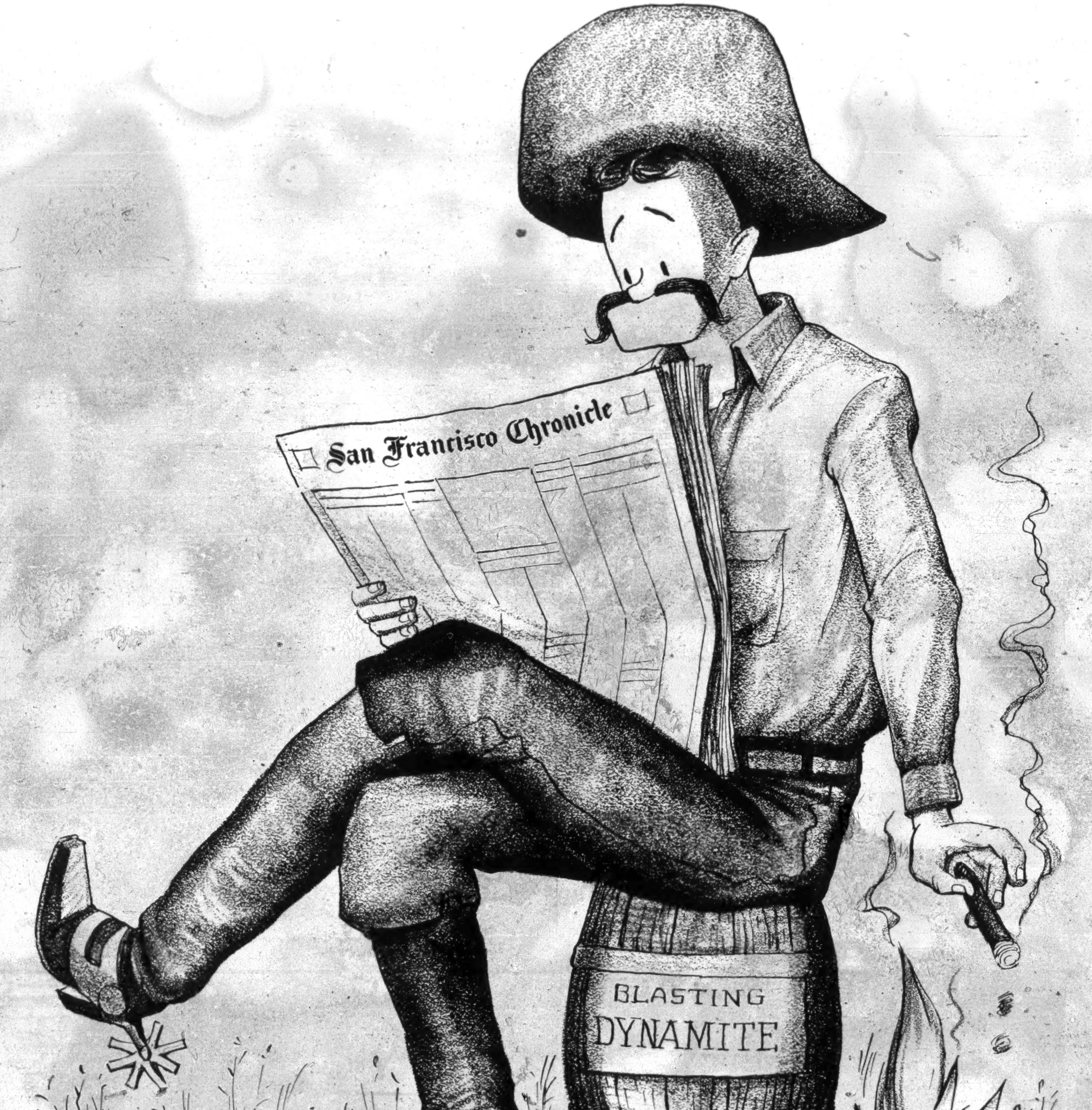
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